

The NATIONAL UNDERWRITER

Life Insurance Edition

WHO WRITES WHAT?

WE DO!

The broker who by chance isn't familiar with Northwestern National Life's Group offerings may be in for a pleasant surprise. For example:

N^WNL's rates on Group Life are among the most favorable to be had anywhere.

Our Accidental Death & Dismemberment and our Group Creditor coverages can save your client money.

An excellent discount factor prevails on all Group cases where premiums are payable annually rather than monthly.

Northwestern National Life has 40 years' experience with Group, and has more than \$450 million of Group Life in force. Brokers with any kind of Group insurance problem are assured of prompt service from N^WNL's Home Office in Minneapolis or from Regional Offices conveniently located throughout the country.

**NORTHWESTERN NATIONAL LIFE
OF MINNEAPOLIS**

40 years' experience in brokerage service

Sixth in a Series

FRIDAY, JANUARY 21, 1955



STANDING ON THE BUSIEST CORNER of his own home town—but he might as well be stranded on the rolling dunes of the vast Sahara. For this bewildered salesman lacks the proper selling tools he needs to find and hold the right direction.

But how encouraging the job can be with a company eager to cooperate with sound, effective sales promotion. A good reason why you will be interested in the sales support provided by The Union Central Life Insurance Company. Yes, through research and testing, The Union Central constantly supplies its men in the field with new sales ideas and techniques, scientific prospecting procedures and a wide variety of sales presentations to fit every type of life insurance market. And the Company also provides visual aids and other point of sale material—whatever the salesman needs to help stimulate greater interest and conviction in his prospects.

In addition to effective sales assistance, The Union Cen-

tral offers other major job factors for your consideration. Choice of your own job location. A thorough training program. Opportunity for steady advancement. Sound earnings plus liberal retirement and pension plans. Stable employment that does not rely on business conditions. And scientific aptitude testing to help you determine which job is best for you.

Representing The Union Central—with its policies that take care of every life insurance need from birth to age 70—you can experience a deep personal satisfaction for worthwhile service to members of your community. And you can look ahead to many prosperous years of independence and security for yourself and your family. To get all the facts, drop us a line and we'll be glad to arrange an interview at one of our local offices near you.

THE UNION CENTRAL LIFE INSURANCE COMPANY
CINCINNATI 2, OHIO

One of a series of advertisements designed to be of service to men contemplating a life insurance career, appearing in magazines and life insurance trade press where men are likely to look for information about companies and job opportunities.

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The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

59th Year, No. 3
January 21, 1955

First List of MDRT Qualifiers Released

NEW YORK—The first list of qualifiers for the 1955 Million Dollar Round Table was released this week by Chairman George B. Byrnes, who is general agent here for New England Mutual Life.

The list includes the 273 qualifiers whose applications had been approved as of Dec. 31. These are divided among the five MDRT classifications as follows: life and qualifying, repeating, 116; life members, 62; life and qualifying, first time, 36; qualifying and repeating, 45; qualifying, first time, 14.

March 15 is the closing date for filing applications. The round table had 1,492 members last year. It is anticipated that membership will be even greater this year.

Mr. Byrnes, in writing to former qualifiers, has urged that applications be sent in as early as possible. He said that in some cases there have been delays due to the lateness of home offices in furnishing certifying letters and the necessity for confirming the fact that the applicant is a member of the National Assn. of Life Underwriters.

Following is the first list of qualifiers:

Life & Qualifying, Repeating

J. Miles Abell, Southwestern Life, Houston; Charles Anchell, New York Life, New York City; Sig H. Badt, Southwestern Life, Dallas; Meyer L. Balser, Massachusetts Mutual, Atlanta; John D. Banning, National Life, Chicago; H. F. Bell, American General, Abilene, Tex.; A. Harold Bickerstaff, London Life, Toronto; Emmette E. Biscamp, Franklin Life, Beaumont, Tex.; Franklin W. Bowen, Northwestern Mutual, Charleston, W. Va.; Robert C. Bradley, New York Life, Columbus, O.; Richard W. Campbell, Fidelity Mutual Life, Altoona, Pa.; Walter R. Cavanaugh, North American Life, Canada, Detroit; Warren F. Cope, Penn Mutual, Oshkosh, Wis.; Ithiel A. Cohen, Lincoln National, Pittsburgh; Norman Cowan, Imperial Life of Canada, Toronto; Lowell D. Grandon, New England Mutual, Newark; C. W. Davis, Southwestern Life, McAllen, Tex.; Victor Deitch, Sun Life of Canada, Indianapolis; Pete J. Demetros, Service Life, Tokyo, Japan; Arnold Domowitz, New York Life, New York City; Leo F. Duax, Equitable Society, Eau Claire, Wis.; Paul H. Dunnigan, Canada Life, Minneapolis; Merton Duran, Canada Life, Toronto.

J. Milton Edelstein, Connecticut Mutual, Chicago; Sol Eisen, Canada Life, Toronto; Andrew J. Elder, London Life, Toronto; Richard L. Emerson, Phoenix Mutual, Boston; Ben Epstein, Kansas City Life, Houston; Z. Willard Finberg, Great-West Life, St. Paul; Tom Flournoy Jr., New York Life, Macon, Ga.; Leopold V. Freudberg, Massachusetts Mutual, Washington, D. C.; Richard G. Fuller, Southwestern Life, Dallas; Robert C. Fyke, Occidental Life, Los Angeles; Avery D. Gentie, New York Life, Ithaca, N. Y.; Howard D. Goldman, Northwestern Mutual Life, Richmond; Aaron B. Goldstein, Metropolitan, South Boston, Mass.; Charles K. Gordy, Fidelity Mutual Life, New Haven; John M. Hammer, State Mutual Life, Tampa; George Anthony Hatzes, Fidelity Mutual Life, Washington, D. C.; Sadler Hayes, Penn Mutual Life, New York City; Herchel E. Henry, New York Life, Columbus; Samuel S. Herman, Connecticut Mutual, Chicago; Paul Heymann, New York Life, Providence; Mark B. Higgins, Equitable Society, Pittsburgh; Robert M. Hirsch, Provident Life & Accident, Chicago; Russell W. Huether, Franklin Life, St. Louis; Rodney Hull, Mutual Life of Canada, Toronto; M. Herschel Ingram, Southwestern Life, Dallas; Nathan S. Jacobson, Crown Life, Baltimore; William B. Johnson, American National, Springfield, Mo.

Richard J. Katz, Massachusetts Mutual, Rochester, N. Y.; Alison R. Kemp, New England Mutual, Chattanooga; Herbert V. Kibrick, New York Life, Boston; Leonard C. Kiesling, Continental American, Wilmington; Edward T. Kirtz, Connecticut Mutual, Cleveland; Isidor Knopp, New York Life, New York City; Clayton T. Knox, Mutual Life of N. Y., Buffalo; Daniel P. Kreer, Fidelity Mutual, Chicago; James V. Lawry, Northwestern Mutual, San Francisco; Frederick D. Leete Jr., Northwestern Mutual, Indianapolis; Harry Levey, Manhattan Life, Beverly Hills; Bernard C. Lewis, Prudential, Newark; Lawrence L.

Pa. Groups Back Adams for NALU Secretary Post

Philadelphia and Pennsylvania Life Underwriters Assns. are sponsoring Albert C. Adams, John Hancock Mutual general agent at Philadelphia, for election as secretary of National Assn. of Life Underwriters.

Mr. Adams is serving his second term as trustee of NALU and as chairman of its committee on social security. In

the latter role he gained national prominence through appearances before the House ways and means committee and Senate finance committee.

In life insurance since 1921, Mr. Adams is a past president of both the Pennsylvania and Philadelphia associations and is a winner of the latter's trophy for distinguished service to life insurance. He also has been active in charitable and civic work.

Clifford H. Orr, National Life of Vermont general agent at Philadelphia, is chairman of the committee backing Mr. Adams' candidacy.

Asks \$100 Million for Health Reinsurance

President Eisenhower's budget for the country's fiscal year includes an item of \$100 million to finance the administration's proposed health reinsurance program. Special emphasis will be given to plans providing protection for low income families, protection for rural families, and protection against major medical expense, plus broadened benefits where coverage is inadequate, according to the message sent to Congress.

Roswell P. Bagley, (Deceased), Northwestern Mutual, Buffalo; Eric W. Baker, Can-

(CONTINUED ON PAGE 14)

Late News Bulletins . . .

See Danger in Ike's Plan for UCD in D.C.

Group executives are considerably concerned at the possible consequences of President Eisenhower's proposal for a cash sickness benefit plan for the District of Columbia. It was mentioned in his state of the union message.

What is causing the concern is not so much the prospect of the introduction of such a plan in the District of Columbia, with its relatively few employers, but the danger that it would stir up interest in similar legislation in the other states that are free from such statutes. Only four states—New York, California, New Jersey and Rhode Island—now have such plans and there is no evidence of interest in this kind of legislation in other states. Lack of interest is due largely to labor leaders realization that they can get more liberal benefits through collective bargaining if no statutory plan exists. In fact, about the only agitation in recent years for cash sickness plans has come from deposed labor leaders trying to use a campaign for cash sickness plans as a means of getting back in the saddle. Insurance people fear that existence of a UCD plan in the District of Columbia—perhaps even the President's backing of such a proposal—might fire the interest of a lot of well meaning but misguided persons besides ex-labor leaders with an axe to grind.

Commission to Study Veterans Pensions

A seven-man commission on veterans pensions has been set up by President Eisenhower to make recommendations to him that will serve as a guide for future benefit provisions. The commission will report not later than Nov. 1, 1955. The members of the commission will be announced.

Investment Funds Loom as New Life Stock Influence

Buyers Respond to Steady Rise in Quotations, Despite 'Overpriced' Warnings

By C. C. CLARKE

Life company stocks are regarded by some of the more conservative experts as being overpriced but the formation of three investment funds specializing in life shares makes it look as if the day of reckoning is a long way off. Intensified interest in life company shares, due partly to the formation of these funds and partly to the talk generated by the phenomenal price gains in life stocks, could all add up to a tremendous influence on life company shares.

More and more brokers are beating the drum for these securities. One house, in a report to its clients, says they are out-performing the blue chips. During 1954 shares of 20 leading life companies rose an average of 90.6%, according to Morgan & Co. of Los Angeles. Morgan averages for 20 life stocks began 1954 at 82.90 per share, closing at 158.13. This compares with the Dow-Jones averages which rose 44.7% in the year from a low of 279.87 to close at 405.15. The 10 most popular blue chip common stocks in institutional portfolios made an average yearly gain of 55.3%.

This amazing record especially is a tantalizing lure to the market dandies whose introduction to stock was through the impersonal routes of mutual funds or the installment purchase programs now made available by most brokers. Close enough to the over all stock scene to know in a general way what is average in this day of super progress, the newly-baptized are in a position to compare the record of stock shares and their conclusions most likely will lead to covetous glances toward the life company market. They provide a long prospect list for the new funds dealing in life stocks.

Life Insurance Stock Fund, the Birmingham open-end fund, is offering buyers of its shares a periodic payment plan, something that has been used with marked success by an Oakland, Cal., fund which for several years has been dealing exclusively in stocks of property insurers. The California fund plan, if carried through, consists of monthly payments over a 10-year period. Finding a ready market, it has experienced great growth, and can show its shareholders most satisfactory gains.

More elastic, the Birmingham fund's installment purchase plan calls for an initial investment of \$100, and thereafter purchases of \$50 or more may be made at any time. Nevertheless, the fund is not dedicated to the smaller investor. Strong appeal will be made to large buyers, with significant reductions in the sales charge being offered

(CONTINUED ON PAGE 14)



Albert C. Adams

CHICAGO MEET**Special Policies May Hurt Creative Selling, Coffin Says**

"Selling is our claim to fame, so let's hang onto it," Vincent B. Coffin, senior vice-president of Connecticut Mutual Life, advised Chicago Life Agency Managers at the January meeting. He was speaking of the latest rash of special policies which he said "puts us in a very dangerous position." "We sell creatively and when we forget we are selling ideas and not figures, we are prostituting our art."

There is no economic justification for a life underwriter merely to present figures, he said. This can be done by almost anyone. He warned that great care is needed lest the public begin to feel that the agent is unnecessary. Mr. Coffin said he had no intention of arguing the ethics of special policies but felt that confusion of the public is very likely to result from some of the

competitive methods taking place today.

He pointed out that previous to the early 1920's life insurance was sold on a basis of the policy contract itself, rates, dividends, etc. Then two revolutionary concepts came into being: that human life has a definite value and life insurance should be sold to cover definite needs. Now the business is back to selling policies rather than needs, he said.

Turning to mutual funds, he declared some people think these as well as life insurance should be sold by the same person. He said he thinks this is unlikely and unwise, however. Mutual funds have their place, but he averred they don't belong in the portfolio of the life underwriter.

Variable annuities, on the other hand, may be excellent, he said, adding there may be some extension of this concept. There is the danger of forgetting lessons learned in the last big upset of the stock market, but even that is not the important feature. "We must understand that we are trying to sell fixed dollars, not as against variable dollars, but as against *no dollars at all*."

NO BILL YET**U. S. Employes Want Government to Pay Half of Group A&H**

WASHINGTON—Representatives of federal employee associations who attended a meeting here at which the administration's proposal for contributory group A&H insurance was described, charged that the provision for the government to pay one-third of the cost was inadequate. They urged that the U. S. foot half the bill, protesting that their two-thirds burden, as proposed, would be too heavy. A bill to carry out the program has not yet been introduced.

Officials of civil service commission and others also attended. Federal employes already are participating in a group life insurance program put into effect in August. The A&H proposal would be along similar lines.

The coverage would be obtainable in one of three ways. Employes would have their choice of participating in an overall reimbursement-type "standard plan" administered by the civil service commission and insured in life and casualty companies and Blue Cross and Blue Shield; prepayment group health insurance plans (Blue Cross and Blue Shield) or insurance company group plans to be offered through employes' agencies. In the last case, an insurer could offer a program to any group of employes provided that 75% of the group accepted it.

Under the proposal, an employe without dependents would pay \$39 a year and one with a wife and children under 19 would pay \$104 a year. On a bi-weekly pay period basis, this would be \$1.50 and \$4 respectively. The government, on the same basis, would contribute 75 cents and \$2 respectively, bringing the bi-weekly cost to \$2.25 for employes with no dependents and \$6 for the rest.

Total cost to the government would be about \$55 million a year.

A major medical expense benefit is included in the standard plan. The employe would be reimbursed, up to a maximum of \$2,500, for 75% of his medical expenses over the basic benefits and over a \$100 deductible. The standard plan also includes reimbursement up to \$12 for 70 days for room and board and up to \$240 for other hospital services; expenses for surgical operations according to a schedule to be established by the commission and up to \$200 for the most serious operations; up to \$150 for any one maternity; up to \$3 per day for 70 days for in-hospital physicians' charges and up to \$50 per calendar year for any one person for out-of-hospital expenses, according to a schedule to be established.

Philip Young, chairman of the civil service commission, pointed out that while the choice of plans exists, a minimum of 600,000 of the estimated 1,800,000 eligible employes would have to volunteer for the standard plan before it could go into effect.

The standard plan provides that a participating employe who retires either for disability or after 15 years' of service may continue substantial protection at the same cost provided he authorizes deductions from his annuity checks. He would be able to purchase non-medically an individual policy for himself and his dependents from an insurer participating in the standard plan.

1954 Was Excellent Year for Pan-American Life

New insurance sold by Pan-American Life in 1954 amounted to more than \$155 million. Total insurance in force rose to more than \$736 million, an increase of \$107 million or 17%.

Assets now exceed \$159 million, up 11%. Surplus, up 12%, now totals \$11,389,588.

December, 1954, one of the best months for the company, accounted for paid-for insurance of more than \$53.5 million.

Seven new general agencies were opened during the year.



George B. Byrnes, a member of the final luncheon, attended a meeting of the Underwriters' Round Table.

SUCCESSFUL

"Thirty-one years of estate planning have brought me clients in every age bracket, at every income level and in every walk of life," says R. Earl Denman of Cincinnati, "and always there has been a Pacific Mutual protection to fit every need."

A charter member of both the Top-Star and Diamond Circle honor corps of Pacific Mutual Big Tree Leaders Club, and nine times his company's National Production Champion, Earl has distinguished himself nationally through life (and current qualifying) membership in the Million Dollar Round Table.

With a fully matured professional skill, this able Cincinnati has utilized the completeness and versatility of Pacific Mutual coverages to achieve, both in terms of service to others and in his own career, an outstanding and widely recognized success.

Pacific Mutual

LIFE INSURANCE COMPANY

HOME OFFICE: LOS ANGELES, CALIF.

OFFICES IN ALL MAJOR CITIES

1868

LIFE-ACCIDENT & HEALTH
RETIREMENT PLANS-GROUP

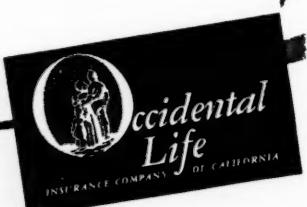
FRIEND FOR LIFE

Occidental's 5 Year Renewable and Convertible Term policy has a knack of making friends with the people it insures, and keeping them — *for life!*

It wears well... Renewable each 5 years to age 64 for those who want protection only... Convertible to age 65 for those who later plan to build cash values in their insurance. It will do either—or both—without further evidence of insurability.

It adapts well... Disability Income, Waiver of Premium, Double Indemnity—in fact, most of our popular standard riders—can be added to it. Can be written sub-standard, too.

And each time it renews, and when it converts, it pays you a new commission. You'll find it pleasantly profitable to be on friendly terms with this friendly term policy. See your Occidental office today for full details.



HOME OFFICE: Los Angeles
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"

"I do joint work you wish never, nev...

"On the him a successful idea of how leaving he may succeed so with he needs

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TALK PRECEDES SALES PANEL

Byrnes Urges MDRT Members to Assume
Big Brother' Role Toward Younger Agents

NEW YORK—Chairman George B. Byrnes of the 1955 Million Dollar Round Table suggested that the MDRT member who wants to grow and attain the final mark of success in his calling not only interest himself in the work of his agency and his local and national life underwriter associations

but that he take under his wing some budding agent whom he can stimulate and counsel to the point where he catches on and starts up the ladder of success.

Mr. Byrnes, who is a general agent of New England Mutual Life in New York City, was addressing a luncheon in his honor that preceded a meeting of the New York Life Underwriters Assn. where he moderated a panel at which three other MDRT members made talks on how they achieved MDRT membership.

"If you do this," he told his fellow round table members at the luncheon "you will enjoy that indescribable inner satisfaction that comes from perpetuating a line of successful salesmanship, by passing on to someone else what you have received.

"If you agree, even in part, with this line of reasoning, may I suggest one positive thing you might do in connection therewith: If you do not yet have a son coming into the business or a relative or a friend with whom you are already following this principle, try picking out a budding insurance salesman whom you like in your agency, company, or even in your own community regardless of company and let him know that you have observed him, that you think you might be able to help him grow, and that if he is willing to work, you will counsel with him periodically—in effect be his big brother, insurance-wise.

"I do not mean that you have to do joint work with this protege unless you wish, and I hope that you would never, never lend him money.

"On the contrary, just try feeding him a concentrated diet of your successful ideas, letting him set the pace of how much he can absorb, but always leaving the door open to him so that he may know that you expect him to succeed and that you will help him do so with advice and stimulation when he needs it.

"Closely related to this philosophy of giving specifically to another underwriter is the desirability of giving something back to your agency and to the underwriters association, for they are, or have been, major contributors to your success. The National Assn. of Life Underwriters has not been critical of us round table members but recently they ask us for suggestions of how they can rekindle your interest in underwriters' affairs and association work.

"I know that all of the officers and staff of NALU and your New York life underwriters association appreciate that as successful business men

what I have just said—that you probably have obtained a good portion of your successful ideas from someone else, as well as improvements in your public acceptance and legal protection from the underwriters' association's activities—then you will feel compelled to periodically at least return something of what you have received back to the underwriters association by tak-

ing as active a part as possible in its affairs."

Panel speakers were Gerard B. Tracy, manager of Prudential in New York City; Robert J. Manheimer, agent of Equitable Society in New York City; and Daniel H. Coakley, agent of New York Life in Boston.

Mr. Tracy, an advocate of always

(CONTINUED ON PAGE 16)

A NORTHWESTERN MUTUAL POLICYHOLDER. Dr. Fitzgerald started his life insurance program with this company 41 years ago.



George B. Byrnes



KARSH, OTTAWA

"The professional man's very occupation creates a special need for life insurance"

A message for young professional men by **Leslie M. Fitzgerald, D.D.S., D.Sc.**

Past President, American Dental Association

"A BANKER once said to me, 'If a professional man has money to invest, it is because he has a busy practice. If he has a busy practice, he has little time to study investments.'

"Almost any professional man will confirm this analysis. And it should lead him to consider the special advantage of life insurance for him. This is one investment that is worry-free and involves no drain on his time and energies.

"In my own case, conviction about life

insurance came long before I learned of its value as an investment. The death of my father and the sacrifices my mother made to educate her five children taught me many things . . . one was the value of life insurance as protection for a family.

"The professional man, of all people, should appreciate the value of professional help. A trained life insurance counsellor can make the difference between order and confusion in planning a farsighted insurance program."

HOW LONG IS IT SINCE YOU
HAVE REVIEWED YOUR
LIFE INSURANCE PROGRAM?

BIRTHS, deaths, marriages, changing needs, taxes . . . all affect protection plans. A life insurance program needs review at least every two years.

You'll find real assistance when you call upon a Northwestern Mutual agent. He is trained to give understanding advice. His company is one of the largest in the world. It has over 98 years' experience.

Moreover, Northwestern Mutual offers so many significant advantages, including low net cost, that no company excels it in that happiest of all business relationships—old customers coming back for more.

The NORTHWESTERN MUTUAL Life Insurance Company

MILWAUKEE, WISCONSIN

APPEARING IN: TIME, JANUARY 10 AND FEBRUARY 7; IN NEWSWEEK, FEBRUARY 21 AND MARCH 21

N.E. Mutual's In-Force Goes Over \$4 Billion

New England Mutual's insurance in force passed the \$4 billion mark in 1954, less than four years after the

\$3 billion milestone had been reached. New business issued last year amounted to \$491 million, including \$67 million of group, making 1954 the fourth consecutive best year in the company's history. Assets at the end of the year exceeded \$1.5 billion.

Mr. Broker, have you seen The Berkshire "LIFE JACKET"?



This pocket-sized, convenient packet contains our Portfolio of Coverages, a "Life" Pocket Rate Card, an "A&H" Pocket Rate Card and samples of some of the effective sales material available for you.

Another of the sales aids in the Life Jacket is the exclusive "Prospect Visualizer" . . . a simple, practical device to help you organize your prospecting.

Contact the Berkshire Life General Agency in your vicinity . . . they will be glad to see that you get a Life Jacket . . . or write directly to us. General Agencies in: Albany • Baltimore • Boston • Brattleboro • Buffalo • Chicago • Cincinnati • Cleveland • Dayton • Des Moines • Detroit • Fremont, Mich. • Greensboro, N. C. • Indianapolis • Jersey City • Louisville • Miami • Minneapolis • Newark • New York • Philadelphia • Pittsburgh • Pittsfield • Portland, Me. • Providence • Rochester, N. Y. • St. Louis • Syracuse • Washington • Hartford • Wichita • Worcester • White Plains, N. Y.

KEEP YOUR EYE ON BERKSHIRE

LIFE INSURANCE COMPANY

Life, Annuities, Accident & Health and Hospitalization
PITTSFIELD, MASS. • A MUTUAL COMPANY • CHARTERED 1851

W. RANKIN FUREY, President • HIRAM S. HART, Agency Vice-President



LONG TERM BANK LOANS
ARRANGED ON VESTED
RENEWAL CONTRACTS



LIFE AGENTS
GENERAL AGENTS
AND BROKERS

U. C. & G. C. serves the financial needs of those engaged in the Life Insurance Business. Your tax problems may be simplified and savings effected. Correspondence invited.

UNDERWRITERS CREDIT & GUARANTY CORPORATION

405 Montgomery Street, San Francisco 4, California

AMERICAN RESERVE LIFE Insurance Company OMAHA

Chairmen of All but Four Committees Named by LIAMA

Committee chairmen for the coming year have been named by LIAMA. They include chairmen of joint committees, committees of the board and all other committees except four whose chairmen, elected at the 1954 spring conference, will serve until the 1955 conference. Committee members are being selected and will be announced soon. R. R. Davenport, vice-president and agency director of Southwestern Life, is president of LIAMA.

Chairmen are: Agency costs, Wal-lis Boileau Jr., 2nd vice-president Penn Mutual; annual meeting, William B. Stannard, vice-president in charge of agencies Occidental of California; associate member companies, Arthur F. Williams, vice-president and superintendent of agencies Crown Life; audit, John W. Sayler, vice-president in charge of sales Business Men's Assurance; Canadian companies, H. E. Lumsden, assistant general manager Northern of Canada; compensation, Robert A. Parish, agency secretary Connecticut General.

Also, cooperation with other organizations, Frank F. Weidenborner, agency vice-president Guardian; education and training, Harold W. Gardiner, director of education and field training Northwestern Mutual; membership, Frank L. Whitbeck Jr., vice-president and director of agencies Union Life of Arkansas; public relations, Charles F. Robinson, vice-president and manager of agencies Columbian National; quality business, Sherman M. Southard, general manager, agencies service department Prudential.

And, relations with universities, A. Rogers Maynard, 2nd vice-president Metropolitan; research advisory executive, W. R. Jenkins, vice-president Northwestern National; research advisory technical, Brent N. Baxter, director of agencies research Prudential.

The committees whose chairmen serve until the spring conference, and their current chairmen, are: A & H, Harry J. Shaffer, agency vice-president Acacia Mutual; agency management conference, Kenneth D. Hamer, Pan-American Life; agency officers round table, James H. Cowles, vice-president and manager of agencies Provident Mutual; combination companies, David F. S. Johnson, vice-president and manager of agencies Interstate.

Joint committees and their Chairmen are: advisory council on life underwriter education and training, Homer C. Chaney, 2nd vice-president and director of agencies New England Mutual; agency management training advisory, Karl Ljung, vice-president in charge of agency operations Jefferson Standard; Life Underwriter Training Council, Edmund L. G. Zalinski, vice-president in charge of sales development New York Life.

Committees of the board and their chairmen are: Finance, John W. Sayler, vice-president in charge of sales Business Men's Assurance; ways and means, Robert H. Denny, vice-president State Mutual Life of Massachusetts.

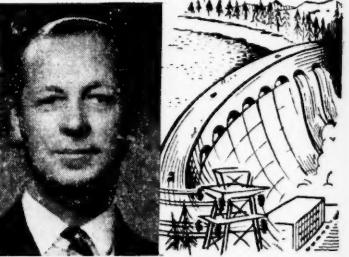
Indianapolis Council Elects
Indianapolis Estate Planning Coun-

cil has elected Troy Thurston, a CPA, president; Ted Davis, American National Bank, vice-president; Henry Pierce, Massachusetts Mutual, secretary, and Gene Emery, attorney, treasurer.

Goldsmith Leads Again

Robert H. Goldsmith, associate general agent at Los Angeles, has led Connecticut Mutual agents in paid volume for the second consecutive year. During 1954 he paid for \$4,587,724 in new business and the \$3,846,590 he placed with Connecticut Mutual was the highest recorded by an individual in the company's history.

Canada calls "GO-GETTERS"



*Earl Putnam

On the Pacific Coast

Half a decade ago Kitimat was a spot in the forest wilderness of the British Columbia Northlands.

Today it is the site of one of the world's greatest power and aluminum projects. Today it is a municipality with a population of tens of thousands of busy, happy Canadians.

This one phase of Canada's new found greatness offers unbounded opportunity to Canadians who desire to return "from across the border." Insurance men will find "OPPORTUNITY UNLIMITED" with Canada Health & Accident Assurance Corporation.

It offers an attractive range of health and accident policies . . . high commissions in good territories.

We are big . . . and growing bigger . . . let us grow together.

CANADA HEALTH & ACCIDENT
ASSURANCE CORPORATION
A Solid Canadian Company
Home Office WATERLOO Ontario
CANADA

January 21, 1955
SOLICITORS
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SOLICITING CONTROL**Would Close Mail
in States Where
Insurer Unlicensed**

A bill denying use of federal mails for solicitation of insurance within any state which forbids such activity except by licensed companies was suggested by Rep. Gerald R. Ford, Jr. of Michigan at the annual banquet of Detroit Assn. of Insurance Agents.

Such a proposal, supplemented by the efforts of National Assn. of Insurance Commissioners and the insurance industry as a whole, could put an end to malicious advertising and mail order solicitations once and for all, Mr. Ford declared. He said he already has formulated such a bill, adding it is his belief the final form must be drafted in close consultation with state insurance departments and the insurance business.

Mr. Ford recalled this is a problem that has confronted the business for many years. He said in 1903 NAIC asked that congress consider the situation and subsequently a bill was introduced, though it met strong opposition. After a lull the issue was revived in more recent years, and in 1941 NAIC recommended, in the place of federal legislation, that each commissioner sponsor a statute which would prohibit any company domiciled therein to transact business in states in which they were not licensed. Considering the overall problem at its 1954 meetings, NAIC circularized the various commissioners asking that they supply certain data. There was only a limited response, the speaker said, indicating little real enthusiasm.

Considering the federal trade commission citations against A&H insurers, Mr. Ford noted that these were based solely on false and misleading advertising, something that "none of us could justify". He said he would have challenged FTC's authority or the propriety, in questioning aspects of coverage involved.

While it is regrettable the FTC action reflected adversely on insurance as a whole in the minds of many, Mr. Ford said it is not unlike numerous trades or businesses where the sins of the few must be shared by those who are honest, scrupulous and rendering a public service. He said he seriously questions whether the recognized accomplishments of the business generally will be diminished by any such unfavorable but brief adverse publicity.

For the most part, Mr. Ford said he believes regulations imposed by the state insurance departments are adequate in containing competition within reasonable bounds. He described the so-called standard provisions in the A&H field as ample evidence of the cooperation of insurance departments and the majority of companies. He said it is his hope that NAIC and the business itself can strengthen the laws and administrative regulations with regard to advertising.

Hancock Pensions Bettered

John Hancock has liberalized its employee pension plan by providing, under certain conditions, a lifetime income for the wives or husbands of employees who die before they reach retirement age. An extension of the contingent annuitant option offered to employees, the provision is available to home office members, district managers, assistant district managers and district office clerical staff members.

Under the old provision an employee was able to provide a life income for a spouse only in the event of death after retirement. "Undoubtedly," President Paul F. Clark said, "it has made many...who have elected the contingent annuitant option consider whether they should elect early retirement merely so that their widows would be assured of life incomes."

Zander to Protective, Ala.

Edward O. Zander has been named manager of sales training for Protective Life of Alabama.

For 27 years Mr. Zander was with Kansas City Life, serving in both home office and field positions. He was field training supervisor from 1948 until 1951 when he went with Volunteer State Life as regional superintendent of agencies.



Edward O. Zander

**Mutual of N. Y. Tops
24 Year Sales Record**

Mutual Life of New York marked its best production year since 1930 in 1954 with total new life sales aggregating \$439,900,000, a 23% increase over 1953. December was the best month in the company's history, with ordinary life sales of \$60,400,000, a 73% gain over December, 1953.

The Myer agency in New York City, managed by Richard E. Myer, made a clean sweep of production honors in 1954. The year-end results show the agency first in volume sold and number of policies issued for the year. The agency also led in December volume and policies.

Henry W. Persons' Chicago agency was second, the John P. Meehan agency at Boston was third in volume for both December and the year.

In number of policies issued during the year, second place went to the Kay R. Hodgkinson agency at San Diego, and third position was held by Charles E. Brown's Grand Rapids agency. In policies issued during December, George A. Knutson's Milwaukee agency was second and Meehan agency at Boston, third.

Other 1954 leaders were Wilbur K. Hood of Portland, Ore., Gordon W. Hay of San Francisco, James H. Lake of New Orleans, Percy Goyne at Dallas, Gage Tyner at Cleveland, Harry S. Hull Jr., of Pittsburgh, and Lyle H. Funnell of Spokane.

In production of A&S, top honors for the year went to Leonard W. Sumner at Toronto, for volume and number of policies, and Douglas D. Eve of Vancouver, second in volume and number. Myer in New York City, Ralph H. Smith at Billings, Mont., Grand Rapids and Boston were also among the A&S leaders.

U. S. Life Appoints Agency

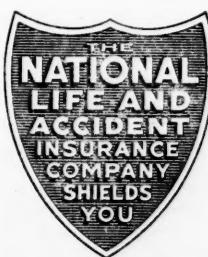
U. S. Life has appointed the Francis H. Curtin agency as general agent at Cambridge, Mass. John J. Curtin is president, Francis H. Curtin vice-president and George E. Curtin treasurer. Edward A. Supple, formerly brokerage manager of Aetna Life, and Emery P. Stratton will be concerned with development of life, group and pension business.

The agency recently moved to 689 Concord avenue.

IT WAS A GOOD OLD YEAR

Up on the seventh floor, the Actuaries are busy preparing the year-end figures, which will be available for publication before long.

Just guessing, it looks like our gain in life insurance was just about equal to the previous year which was our best. The year had its problems, as they all do, but it was fun, and we're all ready for a bigger one in 1955. Hope you are.



THE
**NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY**
HOME OFFICE - NASHVILLE, TENNESSEE



a tingle of excitement

Whenever American United Life's representatives gather for training, regional or field club meetings, you will find an undercurrent of excitement present—a feeling of high morale—the thrill of teamwork accomplishment. This highly satisfactory situation is the result of complete understanding between home office and the field.

As far as American United is concerned, no one group has a corner on brains. The secret of sales success lies in the exchange of sales ideas; in letting these sales ideals trickle up from the field and filter down from the home office. Making "sales management" a two-way street builds better sales tools, better men and better business.

And this philosophy accounts for the tingle of excitement: all of us may take credit for the record-breaking volume of good business each succeeding year sees added to American United Life's books.

Assets over \$100 millions, insurance in force over \$550 millions



AMERICAN UNITED LIFE INSURANCE COMPANY
Home Office, Fall Creek Parkway at Meridian Street
Indianapolis, Indiana

THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS . . .

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
- Complete line of Life Insurance policy contracts from birth to age 65 with full death benefit from age 0 on juvenile policy contracts.
- Complete line of Accident and Health policy contracts with lifetime benefits.
- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for fieldmen.

Strong, Progressive Company
Older than 85% of all legal reserve life insurance companies

COMPANY'S EXPANSION PROGRAM OFFERS
Openings in California, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. ASHBROOK, EXECUTIVE VICE PRESIDENT
NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

Card Set for Joint Meet of A&H Bureau, Conference in Chicago

For the first time Bureau of A&H Underwriters and H&A Underwriters Conference will stage jointly their annual group meetings. The event will be staged at Chicago Feb. 7-9.

George E. Light, Travelers, is in charge of committees for the Bureau, and George R. Jordan, Republic National Life, for the Conference.

Opening the convention will be talks by John P. Hanna, managing director of the Conference; J. W. Scherr Jr., executive vice-president of Inter-Ocean and Conference president, and Mr. Light.

Others scheduled for the first session are J. E. Hellgren, Lumbermens Mutual; Arthur M. Browning, New York Life, and Henry S. Beers, vice-president of Aetna Life.

After a luncheon there will be two panel discussions, with Mr. Jordan in charge. J. M. Rodemeir, Continental Assurance, and T. A. Watson, Lincoln National Life, will participate in the session on company organization for sales and service, and Emil E. Brill, vice-president of General American Life, and T. S. Baldwin, T. P. Coyle and R. I. Finnell of Mutual Benefit H&A, will review training of sales and service men.

A series of 10 workshops have been planned each day and those attending may participate in those of special personal interest. Discussion leaders are:

A. S. Beebe, Paul Revere Life; Darrell O. Smith, vice-president of American Casualty; J. S. Crosby, Travelers; C. R. Miles, Lumbermens Mutual Cas.

Also, R. C. Knoblock, Washington National; A. M. McCarthy, American Mutual Liability; Arthur Cade, Old Republic Credit Life; J. S. Preston, Connecticut General; T. W. Swann, Pilot Life; Charles G. Hill, Massachusetts Mutual Life.

Other workshop leaders will be J. Chartrand of United States Life; E. H. Marshall, Indemnity of North America; S. L. Horman, Time; J. W. Crews, Benefit Assn. of Railway Employees; Norman C. Morrison of Federated Mutual Implement and Hardware.

Also, Rudolph Ellis of Union Labor Life; Stefan Hansen of Great-West Life; J. Bevan of Liberty Mutual; A. B. Halverson, Occidental Life, and Fred W. Clark of Lincoln National Life.

Frederick T. Googins of Massachusetts Mutual Life will speak after the workshop period the first morning. A highlight of the luncheon that day will be the appearance of Bob Considine, news commentator and columnist. A. W. Randall, Mutual Benefit H&A, will preside.

M. D. Miller of Equitable will preside at the general session that afternoon. Speakers will be A. G. Weaver, John Hancock; D. W. Pettingill, Aetna Life; Alan M. Thaler, Prudential; A. Howard Hotson, Zurich General, and C. S. Lembkey, Continental Casualty.

A two-part discussion of major medical will be the last item on the agenda. Edmund B. Whittaker, vice-president of Prudential, will review the past and present of the subject, and A. M. Wilson, Liberty Mutual, will give his views on the future.

Life of Ga. Promotes Four

Life of Georgia has promoted to district manager James P. Goolsby at Louisville, W. A. Hall at Selma, Ala.,

C. J. Hardy at Greenwood, Miss., and Edmund P. LeBlanc Jr. at Lafayette, La. Mr. Goolsby, with the company since 1948, has been staff manager at Lexington, Ky. Mr. Hall, who joined in 1945, has served in Georgia at Atlanta, Albany, Valdosta, Americus and Thomasville. Mr. Hardy went with the company in 1945 at Daytona Beach. Mr. LeBlanc has been at Lafayette for six years.

Asks Rise in Dep't Funds in Tennessee

Gov. Clement's proposed budget for operation of the Tennessee government for the 1955-57 biennium calls for an increase of \$53,336, to \$700,000, for the insurance department. The administration has indicated that it will ask an increase of from 2% to 3% in the premium tax for an estimated \$2,500,000 increase in this item.

Commissioner Northington, informed sources say, will be reappointed for the first four-year term for a governor under the recently amended constitution.

1954 Best for Prov. Mutual: December Greatest Month

Provident Mutual's new paid-for ordinary in 1954 totaled \$106,761,768, an increase of 13.4% over the previous year and 68.2% over the figure of five years ago. The 1954 total was a new record, as was the total for December, which exceeded the previous nearly 23.9%.

New ordinary paid for in October, November and December topped all previous corresponding months as well as any previous three-month period.

Insurance in force at the end of 1954 was \$1,648,008,000, up 8%.

The first \$500,000 policy, under the new extension of limits, has been issued.

Agents! Do You Want...

- ✓ Large Commissions
- ✓ Steady Renewals
- ✓ Standard Policies (rates and provisions competitive with every old line legal reserve life company in the U. S.)
- ✓ Three Specials (Selective Insured Investment Plan, Junior Insured Savings Plan, Guaranteed Life Annuity)
- ✓ Agency franchises in Arkansas, Florida, Kansas, Louisiana, Mississippi, Missouri, Nebraska, New Mexico, Oklahoma, Tennessee, Texas and the Territory of Hawaii.
- ✓ A Sound Company (\$127 in assets for every \$100 of liability).

National Equity Life has operated in the South for 31 years, and is now expanding.

This may mean unusual opportunities for you.

Write today for full information.

NATIONAL EQUITY LIFE INS. CO.

Little Rock, Arkansas
R. D. Lowry, Pres.

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Much Interest in Pending Cal. Ruling on Tie-in Sales

SAN FRANCISCO—Life insurance field men opposed to mutual fund-group insurance tie-in sales are awaiting with interest the pending decision of State Corporation Commissioner Waite Stephenson on whether the state securities law is broad enough to bar the type of tie-in sale in which group life coverage is mandatory under the installment purchase plan's terms. It has been established for some time that the law prohibits such tie-ins where the investor has a choice of taking the insurance or refusing it.

Aside from wanting to see the law interpreted as barring all tie-in sales involving group life and mutual fund shares, another reason for interest in what Mr. Stephenson will decide is that a decision holding against tie-in sales where coverage is compulsory might well be the starting gun for renewed and reinforced efforts on the part of investment people to get the entire tie-in prohibition removed from the law.

Even before Commissioner Stephenson was asked to rule on this limited application of the securities law there were reports that investment men were getting set to have the tie-in provisions in the statute changed so as to remove any restriction on tie-in sales, even where the investor had the choice of accepting the group life coverages or doing without it.

The law, as originally passed, was aimed at the "life insured savings account" or "LISA" type of plan offered by the Bank of America, covering savings bank depositors under group contracts. However, the statute was broad enough to prohibit tie-in sales of mutual fund installment purchase programs where the investor had the choice of taking coverage or not. The reasoning was that if the investor had to make a decision, it was a California insurance transaction, whereas if the coverage was automatic and under a master contract issued in another state it was not a California transaction. The state authorities held that it was a securities sale and not an insurance transaction.

The question was put before State Corporation Commissioner Daugherty, who ruled that investors could not be compelled to buy group insurance along with their mutual fund shares but there was much pressure on him to change his decision and before he retired from office he relaxed the rule to the extent of holding that each case would be examined on its merits. Mr. Stephenson, the new corporation commissioner, has been under much pressure to resolve the question by a general ruling and has taken the matter under consideration.

R. Edwin Wood, Phoenix Mutual, San Francisco, national committeeman of the California association, presented a brief favoring the barring of the type of tie-in sale under consideration along with that already held to be prohibited under the law. While conceding that life agents had a pecuniary interest in the outcome, he argued his case strictly from the viewpoint of the policyholders and the public. Among the points in his brief were the following:

- Life insurance is so technical the

average buyer doesn't understand what it is all about. Consequently when he is offered a program of mutual fund share buying with completion in the event of his death guaranteed by group insurance, he rarely can distinguish between such a setup and an endowment policy. Under the insured fund plan his wife gets only the completion of the purchase program, which must go through the investor's estate, whereas it would be exempt from probate if it were insurance proceeds. Also, the widow may need the optional settlements.

- Properly set up options give the widow the advantage of a \$1,000 a year income tax exemption, which would not be available with mutual fund shares.
- Properly set up, insurance proceeds do not need to go through the widow's estate.

- If the buyer of mutual fund shares becomes disabled there is no waiver of premium benefit nor is it possible to buy disability income insurance under such a plan, as it is with life insurance.
- The investor in a mutual fund purchase plan has to pay income tax on dividends and pay for group insurance coverage out of after-taxes dollars, whereas in an ordinary life insurance policy the earnings are exempt from tax while they are building up.

- Under California law, and the laws of many other states, there is a creditor exemption statute. Nobody should buy life insurance to beat his creditors but there was a California verdict of \$160,000 against a motorist involving the death of one man so even with the fairly high limits of \$100,000/\$300,000 automobile liability coverage there would have been a \$60,000 debt to which the life insurance creditor exemption statute would apply, while with mutual funds there would be no exemption.

- Life insurance contains the annuity privilege for the insured himself. This is absent in the mutual fund program.
- A 10-year installment purchase plan, involving say \$1,000 a year, is normally an unwise outlay for a man with family obligations. Such a man would usually do better to take care of his obligations by providing more protection and not trying to accumulate capital so fast, at least until he had provided death protection in line with his family's need for income. Most people overestimate what their insurance coverage will do and underestimate their family's need for income.

Continental Assurance Makes Group Appointments

Continental Assurance has made several group changes, naming Lawrence J. Smith agency secretary, coordinating national sales and service for the group department. He joined the company in 1946 and has been serving as field coordinator.

Named as regional managers are John Henneage at San Francisco, and Martin McCarthy at Detroit. Mr. Henneage's territory is comprised of northern California, Oregon, Washington, Idaho and Nevada, except for Las Vegas. Mr. McCarthy, who has been a regional supervisor, will service Michigan and Toledo.

Jack W. Hassell has been advanced to account executive with responsibilities for many major group accounts.

N.Y. Life Promotes Two

New York Life has promoted William D. DeCoursey and John H. Price to manager and assistant manager, respectively, of the home office inspection department. Mr. DeCoursey, formerly was New York district inspec-

Catching Every Eye!



PAN-AMERICAN'S CAREER CONTRACT

which stresses the company's philosophy of helping the best men make more money. To do this job, we furnish ample training, top-notch sales aids and individualized policies to meet individual needs.

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director

For Information Address
CHARLES J. MESMAN
Superintendent of Agencies

PAN AMERICAN
LIFE INSURANCE CO



NEW ORLEANS, U.S.A.

In 1955 Great Decisions Must Be Made

At the beginning of 1954 we stated that business would be good "for those who go after it." During the year it was good for us, because we Great Southerners kept everlastingly at our job of better serving a great people in a great section of our nation.

The year before us, as has every new year since man first began planning for the future, presents many challenging problems.

We firmly believe those in authority, with the encouragement and support of loyal Americans in every walk of life, will find an answer to those problems to the benefit of all mankind.

We of the Great Southern are determined that 1955 shall be another year of achievement and growth. If it's keen, clean competition you want, come join us in a crusade to provide provident people with the surest means to a financially independent future — legal reserve life insurance.

Pat McGehee

President

GREAT SOUTHERN Life Insurance Company

Founded 1909
Home Office • Houston, Texas



The trade mark of:
THE UNDISPUTED LEADER
IN THE FIELD OF
LIFE INSURANCE FOR LUTHERANS

- More than 32% Increase in New Business in 1954 over the previous year.
- Over 840 MILLION DOLLARS INSURANCE IN FORCE.
- Over 190 MILLION DOLLARS ASSETS.
- Over 80 MILLION DOLLARS PAID IN BENEFITS.

Remember....

THERE IS ONLY ONE AID ASSOCIATION FOR LUTHERANS

Aid Association for Lutherans
Legal Reserve Fraternal Life Insurance
Appleton, Wisconsin

NEWS OF LIFE ASSOCIATIONS

Expect 1,000 at Oklahoma Congress; Speakers Listed

Speakers have been named for the annual sales congress of Oklahoma Assn. of Life Underwriters, to be held at Stillwater Feb. 5. An attendance of 1,000 is expected.

Talks will be made by Lester O. Schriver, managing director of NALU; Alfred Granum, Northwestern Mutual, Amer., Wis.; Robert L. Hogg, Sr., California-Western States Life, Cowley, Wyo.

Plan Okla. Insurance Week

Life Insurance Week, to begin March 15, will be a state-wide affair in Oklahoma this year. The observance was instituted last year by Oklahoma City Assn. of Life Underwriters, and because of its success other associations in the state decided to follow the pattern this year.

The Oklahoma City association will spend more than \$1,800 publicizing Life Insurance Week in newspapers and over TV and radio stations. Several speakers will appear before civic clubs and schools with life insurance messages.

Hold Sales Seminar in Fla.

Panama City (Fla.) Assn. of Life Underwriters sponsored a sales seminar conducted by Hal L. Nutt, director, and Richard Weatherbee, associate director, of the Purdue course. Nearly 60 agents from northwest Florida, south Alabama and south Georgia attended.

Green Bay, Wis. — The NALU film, "What Makes Them Buy," with commentary by Lester O. Schriver, managing director, was the program feature for the Northeast Wisconsin association.

Washington, D. C. — Hal L. Nutt, director of Purdue institute, addressed the District of Columbia association on "The Stuff that Interviews Are Made of."

Syracuse — Bernard H. Zais, Connecticut Mutual, Burlington, Vt., told how he made Million Dollar Round Table in less than four months in a talk entitled "The Million Dollar Round Table — It's Nearer Than You Think."

Bridgeman — Mrs. Lillian L. Joseph of New York City, one of the leading agents of New Life, spoke on how men agents can solicit successfully in the women's fields of life insurance.

Grand Rapids, Mich. — Speaker at the meeting was Glenn W. Isgrig, Cincinnati, O., immediate past president of Cincinnati Life Underwriters Assn. and on the faculty of Purdue University's marketing institute.

Lima, O. — William T. Earls, Mutual Benefit Life general agent at Cincinnati and past chairman of MDRT, at the December meeting defined success as the combination of many failures suffered by a person who had the perseverance and stamina to keep going toward a definite objective. Gilbert J. Weillman, Commonwealth Life, the association president, presided.

Stevens Point, Wis. — The Central Wisconsin association heard talks by Edward Schroeder, New York Life, Appleton, and Sy Manix, Old Line Life, Eau Claire, who formed a team of the caravan committee of the state association.

Austin, Tex. — Speaker at the December meeting was Travis Wallace, president of Great American Reserve.

Los Angeles — The East Los Angeles-Whittier branch organization was completed with the election of these officers: President, Marvin C. Kerby, American National; vice-president, George Madison, Metropolitan; secretary, Pat Cicoria, Arthur Soll, John Hancock Mutual, addressed a meeting in Montebello, Jan. 12.

St. Paul — Following the resignation of Vice-president Loane J. Randall of St. Paul Hospital & Casualty, association 2nd vice-president, Herbert Mischke, Equitable of Iowa, has been appointed 1st vice-president, and Robert Utne, general agent Penn Mutual, 2nd vice-president. At the December meeting G.

Sidney Houston, vice-president, First Service Corp. of First National Bank of St. Paul, spoke on the future economic outlook of the U. S. government and state of Minnesota. Mr. Randall has been named state leader in the heart fund campaign and Mr. Mischke Ramsey county chairman of the campaign.

Toledo — A panel discussion by members of the Million Dollar Round Table was a feature of the December luncheon. Chairman was William Adams, Aetna Life, and participants were Harold Aubry, Aetna Life; Charles Beck, Northeastern Mutual, and C. Milton Sherman, broker.

FRATERNALS

1954 Banner Year for Aid Assn. for Lutherans

Paid-for production of Aid Assn. for Lutherans in 1954 amounted to \$117,810,633, an increase of more than 32%. Several monthly production records were broken during the year, culminated by December sales of more than \$13,125,000. At the end of the year insurance in force stood at \$840 million, assets at \$190 million and benefit payments since organization now exceed \$80 million.

Six agents, led by Fred Bork, St. Joseph, Mich., have paid-for production of more than \$1 million. Production of \$500,000 or more was registered by 93 agents, and seven general agencies recorded more than \$4 million of business, led by the E. L. Weinrich agency, Rochester, Minn.

Merger of Mich. Fraternal With Gleaner Life OK'd

Merger of Union French Canadians & Catholics of Marquette with Gleaner Life has been approved by the Michigan department. Through the merger Gleaner Life acquires additional assets of \$320,000 and \$540,000 of whole life insurance.

Gleaner Life experienced a successful year in 1954, writing 52% more business in the last quarter over that for the same period in 1953. It now has more than \$50 million of life insurance in force.

Hoffman to Lutheran Brotherhood

Darrell G. Hoffman has been appointed personnel director of Lutheran Brotherhood. He is a University of Minnesota graduate, where he also served as a research associate in the industrial relations center. More recently he has been personnel manager for two companies in the Twin Cities area.

Hancock Names Dr. Cahall, F. G. Neal, W. L. O'Connor, R. H. Hoskins in Home Office

John Hancock has appointed Dr. W. Lawrence Cahall assistant medical director, Frank G. Neal Jr. an assistant treasurer, William L. O'Connor as assistant actuary and Robert H. Hoskins an assistant group actuary.

Dr. Cahall specialized in internal medicine at University of Pennsylvania graduate school of medicine. Mr. Neal joined the company in 1952. Mr. Hoskins, who joined in 1946, and Mr. O'Connor both are fellows of society of Actuaries.

Names Davison at Detroit

General American Life has named Gerald E. Davison district manager at Detroit. The company uses a multiple-agency setup in the city and now has five offices there. Mr. Davison for 10 years was with Reliance life and Lincoln National.

Texas Department Outlines Views on Needed Legislation

A letter outlining the views of Texas Board of Insurance Commissioners on needed legislation has been sent to Gov. Shivers and other state officials. It is signed by Garland A. Smith, life commissioner and chairman, and J. Byron Saunders, casualty commission-

The commissioners suggest a full-scale interim study of insurance regulation by a group of qualified persons, so that Texas may develop a "model code" and at the same time recommend immediate remedial legislation.

Because of their responsibilities, the commissioners say they have made an intensive study of insurance regulatory problems. They caution against hasty action, and say that a single law cannot meet the needs or solve the problems.

In suggesting measures for the current legislature, the commissioners cover the areas of company organization, company function and department operation. The suggestions include:

Generally increased financial requirements for organization of all types of companies except full capital stock life, to a standard proper for public protection.

Establishment of authorized statutory surplus with a requirement that these initial funds be in cash or government bonds, and unimpaired.

Authority for the department to inquire into competence and character of applicants for insurance charters, with a requirement to satisfy the board that qualified management personnel has been secured.

Broadening of department authority to include continuing discretion as to management and management policies.

Authority for the department to consider any and all factors in accepting valuations on real estate, with a requirement that new companies invest initial capital only in approved securities in the first three years.

Semi-annual examination of companies during the first three years, annual examinations for the next three years and triennial examinations thereafter.

Establishment of regulations over stock sales, with jurisdiction under either the secretary of state or the insurance department.

Authority of the board to require fire and casualty companies to maintain an actuarially sound ratio of free and unimpaired surplus to volume of insurance written.

Authority to treble the size of the

examination force, increase investigative staff and set up a staff of analysts.

Enlarge the department's legal staff and actuarial and statistical staffs, and establish a new position of secretary to the board as an administrative job.

Permission for the board to hire seasonal labor for peak work loads.

S. C. to Study Changes in Commissioner's Office

A joint resolution asking for a six member committee to investigate the administration of the insurance commissioner's office has been introduced in the South Carolina legislature.

In his farewell speech, Gov. Byrnes suggested changes in the appointment of the commissioner and his removal. The present law allows the commissioner to be elected by the legislature and removed only by two-thirds vote of the legislature. He recommended the power of appointment of the commissioner be vested in the governor subject to confirmation of the senate and that the governor be authorized to remove a commissioner for misconduct, incapacity or neglect of duty.

Under the resolution, which has been referred to the ways and means committee, the committee would be appointed to obtain information upon which to base legislation concerning whether the existing insurance laws are properly administered, whether the commissioner insists on the insurers complying with the recommendations made by the examiners and approved by him, whether the office of the commissioner is properly organized, whether there is a sufficient check by the commissioner as to the reliability of foreign insurers, what changes should be made in existing laws, and whether insurers are paying a fair share of taxes for the maintenance of the state government.

Establishment of authorized statutory surplus with a requirement that these initial funds be in cash or government bonds, and unimpaired.

Authority for the department to inquire into competence and character of applicants for insurance charters, with a requirement to satisfy the board that qualified management personnel has been secured.

Broadening of department authority to include continuing discretion as to management and management policies.

Authority for the department to consider any and all factors in accepting valuations on real estate, with a requirement that new companies invest initial capital only in approved securities in the first three years.

Semi-annual examination of companies during the first three years, annual examinations for the next three years and triennial examinations thereafter.

Establishment of regulations over stock sales, with jurisdiction under either the secretary of state or the insurance department.

Authority of the board to require fire and casualty companies to maintain an actuarially sound ratio of free and unimpaired surplus to volume of insurance written.

Authority to treble the size of the



B. B. Macfarlane

A Service Guide

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to business and industry
on problems related to

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To Vote on 10% Stock Dividend

Lincoln Income Life stockholders at their annual meeting Feb. 15 will consider a recommendation by directors that there be issued a 10% stock dividend, to holders of record Feb. 1. This would increase the 202,508 \$1 par value shares to 222,759. Directors have declared an extra dividend of 20 cents per share in addition to the regular of 30 cents, payable Jan. 14 to stock of record Jan. 11.

N.W. National '54 Report Issued: Sales Jump 10%

New ordinary sales of \$97,172,828 for Northwestern National Life in 1954 represented a 10% increase. The company's complete annual report, traditionally the earliest in the industry, was in the mail last week. Growth of new business accelerated throughout the year, with an 18% increase during the last quarter compared with the final quarter of 1953.

Assets rose from \$246,202,329 to \$264,765,962, and insurance in force

from \$1,172,110,586 to \$1,372,389,000. Benefit payments amounted to \$17,515,807, of which \$10,472,967 went to living policyholders.

After payment of \$1,166,810 in taxes, net earnings of \$4,425,089 remained, of which \$2,150,777 was paid in dividends to mutual policyholders and \$176,000 went in dividends to stockholders. The remaining \$2,098,372 was added to surplus and special reserves.

• Dean R. Mack, former home office agency secretary for Continental Assurance, has gone with Life Associates of Chicago, general agents for Continental, as a personal producer.

Three Keys TO MORE A & H SALES

Sales aids that make



selling easier

Income Replacement Plans with following features:

Lifetime Accident and Sickness benefits from first day.

Accidental Death and Dismemberment benefits.

Hospital, nurse's care, and ambulance expenses.

Sales folders that eliminate use of a rate book.

Folders have application, rates, benefits, sales proposal in one brochure.

HIGH FIRST YEAR & RENEWAL COMMISSIONS.

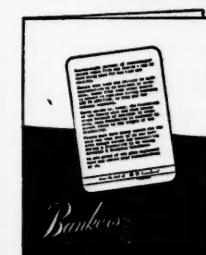


A full program with accident and health, hospital expense, and paycheck plans to go with a complete portfolio of Life insurance.

"Providing sound coverage at reasonable cost through competent representatives"

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Interested? We'll be glad to send you the sales material. See for yourself.
Do the keys fit your agency plans.



Please send me your A & H sales material. No obligation of course.

Name _____

Address _____

City _____ State _____

General Agencies open in Ohio, Va., W. Va., Mich., Kentucky.

Midland Mutual Brings Out Several New Policy Forms

Midland Mutual Life has introduced several new policies.

New juvenile forms, which will be issued at ages zero to 9, are: Preferred paid-up life at age 85; endowment at 85; 20-payment endowment at 85; modified whole life; retirement income endowment at 65 (male); retirement income endowment at 65 (female). A rider waiving payment of further premiums upon death of the payor is obtainable with each of the policies.

A 20-payment endowment at age 85 will be issued in minimum amounts of \$5,000 and is designed to provide such coverage at an improved cost to purchasers of substantial amounts.

Another policy, issued in amounts between \$5,000 and \$10,000, will provide five years of term insurance and automatically convert to an endowment at age 85 policy.

Issued in minimum amounts of \$10,000, another policy automatically converts to a preferred paid-up life policy at the end of a five-year term period.

Revised Pacific Nat'l Rate Book Includes New Policies

A new rate book, including six new participating policies, and new premium rates are being introduced to the Pacific National Life field forces at regional meetings in Portland, San Francisco, Los Angeles and Salt Lake City. Attending the meetings from the home offices are Ray H. Peterson, president; Kenneth W. Cring, agency vice-president; L. W. Messinger, vice-president, and W. O. Spere, executive assistant.

All plans are listed under each age in the new book, making it unnecessary to thumb through numerous pages to determine premiums on each plan for a specific age. The book also contains policy and benefit descriptive

sections. For the first time an annuity section is included, salary savings and government allotment monthly premiums are shown in a special section, extra premiums for individual plans are carried in the back and there are interest and discount tables.

The new participating policies may be issued in minimum amounts of \$1,000. On non-participating policies, most minimum amounts are \$2,500.

Two new special plans are also being introduced, a "jumping juvenile" and a return of premium plan. The latter, basically 20 pay endowment at age 65, has a special paid-up option which can be exercised at the end of 20 years, before age 60, allowing the policyholder to take an increased paid-up policy without evidence of insurability. In the event of death during the premium paying period, the face amount of the policy would be paid, plus all accumulated dividends and interest earnings, plus the return of premium benefits.

Accompanying the rate book are a revised dividend illustration book, a new occupational manual showing reduction in most occupational hazards, and a non-forfeiture value book containing all values at all ages on all plans.

D. C. Blue Cross Increases Benefits

Group Hospitalization, Inc., Washington, D. C., Blue Cross plan, is offering a new hospital service contract allowing up to 180 days of hospital care, compared to the previous 21 day allowance. It also offers greater benefits to patients admitted to non-participating hospitals, increased allowances for private accommodations and maternity care and added days care for pulmonary tuberculosis and mental or nervous disorders.

The contract also offers coverage for congenital conditions after a 10-month waiting period and coverage for children after the age of 14 days.

The contract is available on a group basis to subscribers with groups of 20 or more employees, at a cost of \$2.08 monthly for unmarried persons, and \$5.72 for husband and wife, or husband, wife and unmarried dependent children.

Aetna Appoints in 3 States

Aetna Life has appointed Jackson G. Fields associate general agent at Jacksonville, James R. Sommerfrucht and Paul R. Jackson assistant general agents at Oklahoma City and El Paso respectively, and W. D. Hill assistant to Logan Campbell, group manager at El Paso.

Mr. Fields, assistant general agent at Birmingham, Ala., since 1954, joined Aetna Life there in 1948. He is past president of Alabama A&H Underwriters Assn. Mr. Sommerfrucht went with the company at Oklahoma City in 1938. He was president of the first LUTC course there. Mr. Jackson has been estate control plan representative at Dallas. Mr. Hill has been group representative at Houston.

La. Group Men Organize

Louisiana Assn. of Group Underwriters, a new organization of group managers and agents in the New Orleans area, has named Wallace B. Schmitz, director of group and pension sales of Pan-American Life, president. Other officers are Russell Baily, vice-president; Robert Finley, secretary, and E. J. Savage, treasurer.

Conway Heads Portland, Ore., CLU

Dean Conway, New England Mutual Life, has been elected president of Portland (Ore.) CLU chapter. He fills the unexpired term of Ralph E. Grimes, who has gone to Lubbock, Tex., as manager of a New Equitable Society agency.

Constitution Takes A&H Ad Charge in Cal. to Court

LOS ANGELES—Constitution Life has filed with superior court here a petition asking that Commissioner Malone's order suspending its certificate of authority for a period of days, because of "false and misleading" advertising of A&H policies, be set aside and nullified. The commissioner's order stayed execution of the penalty for a year.

Constitution asks that the court review the entire proceedings in the case and reweigh the evidence, exercising its own independent judgment. Charles

Thompson, counsel for the company, in filing the petition said there was nothing in the California law which sets forth proper advertising language and that Constitution seeks to have established through action of the court just what is permissible and what is not permissible.

Mrs. Vera White Resigns

Mrs. Vera S. White, who for six years has been secretary to Superintendent Walter Robinson of Ohio, has resigned. She was at one time employed in the United States Embassy in London.

an old technique for producing

Nowadays, you hear more people talking about new techniques for producing in the insurance business ...and we think this is fine! But, we'd like to tell you about an old technique used by the men at the Capitol Life which boosted their income 33.8% during 1953.

It's an old technique you are very familiar with... a sales technique that is best described as being 98% perspiration and 2% inspiration. The men at the Capitol Life live by this technique which is why they are successful. However, quite often we find a new man who rates high on the "perspiration" side of the equation but doesn't do so well on the "inspiration." That's where we step in.

When a new man joins the Capitol Life, he gets effective sales training that prepares him for the "tough" ones. He enjoys the use of proven sales aids along with a complete portfolio of competitive contracts with competitive rates. But we don't stop there. Every Capitol representative gets better than average first year commissions, liberal sales bonuses...plus his personal Group Life and A&S coverages. These plus benefits along with an attractive company Pension Plan is enough to give any man the inspiration he needs. Just ask any Capitol Life representative.

Agency and field underwriting opportunities available to men residing in the 14 Western States.



Capitol Life
INSURANCE COMPANY
DENVER, COLORADO

WRITE: Thomas F. Daly II, Vice President and Director of Agencies.

EDITORIAL COMMENT

Need for an Official Ignoramus

An uninhibited ignoramus would be a welcome addition to many meeting programs, particularly to those of the panel or forum variety, where the participants are sometimes so erudite that they lose their audience on the first turn and from there on the rapport between speaker and listeners never really gets reestablished.

Under such circumstances, the audience tries to look intelligent while feverishly trying to get back on the track. The job of the official ignoramus would be to sit up there at the panel's table and being a completely uninhibited guy, he would bust in every time a speaker got over the audience's head.

How welcome it would be to have this uncouth fellow interrupt with, "Hold on there, Buster! Let's have that again about the effect of section 421 (b) (1) (A). I didn't get what you were saying and don't let those intelligent faces in the audience fool you, because I don't think they got it either. Can you give us that in language that a plain, everyday agent like most of us here can understand?"

At first, this sort of thing might be

disconcerting to speakers. But it wouldn't be long before it got to be generally accepted that unless a speaker can make himself understood he might as well be discussing modern art, concerning which there is no obligation to be understandable. Speakers who objected to being interrupted by the unfortunate ignoramus would get mad and perhaps never come back again. This secondary result of having an ignoramus on the job might prove as valuable as his primary role of official interrupter.

If referring to this useful fellow as an ignoramus seemed too derogatory, he might with equal propriety be regarded as a sort of leadsmen, constantly plumbing the depths of the discourse, shouting his warning not for dangerous shallows (though he might do that, too) but for depth beyond his sounding line.

But by whatever name he might be called, he could salvage a lot of meetings from which listeners would otherwise emerge unable to remember much except that it cernly was a fine program.

Never Underestimate the Power, Etc.

A steadily increasing number of companies are sending their house organs or agency bulletins to the wives of their agents. This has been found to be especially helpful in building morale. It gives the wives of agents at least a basic understanding of the life insurance business, what it is that life insurance does for policyholders and the important place that life insurance has in the financial program of a family.

Too often wives are discouragers of agents rather than morale boosters. They do not like the irregularity of the agents' income. It is not uncommon for the wife of an agent to say to him: "Why don't you get out of this business? Why don't you get into something else where you will get a regular salary so that we will both know how much each one of us is going to have to operate on each week and each month? It is very upsetting to me not to know how much money you are going to be able to give me every month."

When an agent hears something like this over and over again he may be excused for wondering whether the life insurance business is the best for him and for his family. When his wife

has an attitude of definite hostility toward his business, and particularly when she keeps urging him to get out of it, the agent is certainly working under a discouraging handicap.

But companies have found that the wives have been able to assume a very much more favorable attitude toward the life insurance business when they have become regular readers of house organs or agency bulletins, especially those that describe with some regularity the uses of life insurance, what it does and how it does it for families in every financial bracket.

The wife who is a regular reader of the well-edited company bulletin becomes persuaded before long that her husband has not merely a job that brings in an income of varying amounts each month but, instead, that he is a financial planner and consultant who is arranging for the future delivery of money that will keep homes together, educate children, provide retirement incomes and in a variety of ways enable families where the husband may be taken by death to go along financially very much as they did when the husband was serving as the breadwinner. Such wives soon gain a respect for and interest in life insurance,

and they become definitely helpful and encouraging to their husbands instead of "wet blankets."

The companies that have not learned how helpful the sending of company house organs or agency bulletins to wives may be in their operations should at least be willing to give it a trial. If their material is capably edited and attractively presented they will be surprised at the favorable results.

PERSONALS

Louis C. Hurd, whose appointment as manager at Nashville for Phoenix Mutual Life was announced last week, formerly was acting manager at Louisville.



Louis C. Hurd

He joined the company in 1947 at Washington, D. C., where he was named agency supervisor in 1952 and field supervisor later. He also served as field supervisor at Chicago.

Frazar B. Wilde, president of Connecticut General Life, as chairman of the research and policy committee of Committee for Economic Development, participated in his committee's latest statement on national policy, which suggested measures to make the federal budget more informative and to help Congress in acting upon it. **Leroy A. Lincoln**, chairman of Metropolitan, is a member of Mr. Wilde's committee.

At the request of Gov. Donnelly, **Powell B. McHaney**, president of General American Life, has consented to serve another term as a member of the University of Missouri board of curators. Mr. McHaney has just completed a five-year term as curator and the new appointment is for a similar period. He had planned to give up the position but agreed to continue after the personal request from the governor.

Cecil Giffen, whose appointment as manager of the securities department of Provident Life & Accident was reported in last week's issue, was a member of the investment department of Aid Assn. for Lutherans of Appleton, Wis., before joining the company.

Hal R. Marsh, superintendent of agencies of Jefferson Standard Life, at the age of 62. Mr. White collapsed

will serve as chairman of the year-round public relations committee of Greensboro (N. C.) Community Chest. He was chairman of publicity for the chest last fall.

Osborne Bethea, manager for Prudential at Newark, has been appointed chairman of a \$50,000 fund drive of the Newark-suburban chapter of National Society of Multiple Sclerosis. The campaign will be conducted in nine counties of northern New Jersey.

C. J. Shea, president of State National Life of St. Louis, is in St. John's hospital where he underwent surgery recently.

Dwight L. Clarke, retired president and present member of Occidental Life of California's board, has been appointed a director of the President's Associates of Occidental College in Los Angeles.

Frank P. Aschemeyer, vice-president and general counsel of General American Life, has been made a member of the St. Louis County Board of Police Commissioners.

Walter O. Menge, president of Lincoln National Life, has been elected a director of Lincoln National Bank & Trust Co. of Fort Wayne.

DEATHS

A. R. GROENKE, 57, Cincinnati, one of the top Mutual Benefit Life agents and a million dollar producer for 22 years, died there suddenly following a heart attack. An estate planning specialist, he had been scheduled to lead a room-hopping seminar on taxes at the Cincinnati Life Underwriters Assn. sales congress this week. He enjoyed



A. R. Groenke

a national reputation as a tax authority and his large pension business included some of the leading firms in his area. He led the entire Mutual Benefit field force for three or four years, his top year being 1941 with production of more than \$5 million. In recent years his annual production ranged between \$2,500,000 and \$3 million. For many years he was president of National Associates, Mutual Benefit's organization of its top 25 agents.

The Groenke organization for pension business is being continued by his two sons, A. Robert Jr., who went into business with his father in 1949, and Albert F., who started in 1953.

HARRY E. WHITE, treasurer of Penn Mutual Life for 20 years, died

THE NATIONAL UNDERWRITER

—Life Insurance Edition

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XUM

on a train while on his way to his home in Lansdale, Pa. Before joining Penn Mutual he was with Drexel & Co., investment brokers.

ROY COX, 66, general agent for Security Life & Accident, died in Methodist hospital at Houston after a heart attack at his home. He entered the insurance business in 1929 and was manager of the life department of Cravens, Dargan & Co. before going with Security L. & A. He was a former president of Houston Assn. of General Agents & Managers and of Houston Assn. of Life Underwriters.

JOSEPH M. BEST, 72, former district manager of American National at Corpus Christi, Tex., died there. He had retired in 1952 after 14 years of service.

MRS. JULIE M. SAFFORD, wife of William C. Safford, vice-president of Western & Southern Life, died at her home in Cincinnati after a long illness.

Bloch Succeeds Adams as Cleveland General Agent

Ohio State Life has appointed Arthur J. Bloch general agent at Cleveland succeeding Carl Adams who will devote more time to his personal clientele and other insurance interests.

Mr. Bloch has been in insurance for six years. Mr. Adams, one of the company's oldest associates, joined Ohio State in 1910. Besides heading one of the top agencies he has been one of the company's leaders in personal production.

Eckert Agency, Detroit, Tops for N. W. Mutual

For the second consecutive year, the C. R. Eckert agency at Detroit led all Northwestern Mutual Life agencies in new sales. Its production of nearly \$19.5 million was an increase of 6%. Runners-up were the J. Lowell Craig agency, Milwaukee, and the John R. Mage agency, Los Angeles. Not including pension trust business, the Mage agency was the top producer.

Northwestern Mutual set a new sales record of \$535 million during 1954, an increase of 3%. In comparison, the 10 leading agencies showed an average sales increase of more than 6%.

1955 Chicago Phone Directory Available

The 1955 edition of the Chicago Insurance Telephone Directory, largest and most complete ever published, is now available from the National Underwriter Co., A-1645 Insurance Exchange building, Chicago. Price is \$1.

Phone numbers of companies, agencies and firms allied with the business, as well as those of their executives, appear in two separate sections. Offices in the Insurance Exchange building are separated from those outside the building. There also is an enlarged classified section in which are listed firms specializing in insurance company accounts.

The new directory contains 208 pages, a record number, and has been completely revised to reflect changes in personnel, phone numbers and office space.

SUICIDE

Rate Higher for Men, and in Cold Climes

By DR. HARRY DINGMAN

Suicide is murder, punishable by death. Killer and killee are one and the same. Oddly, the killer wants to kill but the killee may not want to die. Many an almost suicide—suicide—makes every possible effort to prevent the death he seems to seek. He appears startled with dismayed realization that being killed involves the finality of dying. He doesn't want to die. He wants to indulge in self-pity. "She'll be sorry when I'm gone." Self-pity is one of the chief motives with adolescents and those who are frustrated in love.

How large is your town? 100,000? You probably have 15 suicides annually in your locality, 10 in the colder months. Fewer suicides in summer than winter, just as there are fewer suicides in hot countries than in cold climes. Less struggle for existence. Why else? Negroes have a lower suicide rate than whites. Lesser demands on subsistence levels. Why else? Males have a higher suicide rate than females. In the teens and 20's the difference is slight, possibly because self-pity and frustrated love, dominating influences, are sex regardless. In 30's about 2 men to 1 woman. In 40's and 50's, 4 to 1. Thereafter, 6 to 1. Emotional reasons prompt women more than men. Emotions lose urge with age. Economic reasons govern men more than women. Economic status is first cousin to pride. Pride becomes acrid with age. Suicides increase in periods of unemployment. Suicides decrease in war time when economic problems are at a minimum, and when the other fellow's problems in camp and trench make us realize the insignificance of civilian problems in factories and offices.

Interestingly, effort to commit suicide is usually unsuccessful. Women fail oftener than men. Perhaps they do not try quite so hard. Perhaps their choice of method is less final. Women favor the poison route and amateur choice of poisoning is far from certain. Men prefer more violent exits such as shooting, hanging, and window jumping. In Vienna in 1934, 2507 persons tried to commit suicide and 1019 were successful. December had only 70 suicides, some waiting till after Xmas, seems like. Illuminating gas was chosen by more than 50%, hanging by more than 20%, firearms 10%, high jumping 8%, drowning 5%. One man chose to burn to death. All for why? Cause assigned was grief in 2% of cases, fear or punishment 3%, disappointment in love 7%, physical ailment 7%, mental

ailment 8%, sickness 13%, family quarrels 14%, unemployment and economic distress 17%. Almost 30% didn't say why nor indicate the reason. Heredity is a potent factor. In families with mental disease suicide is 10 times as frequent as in other families. As many as 30% of male suicides, 50% of female suicides have been thought to be mentally defective.

This is an excerpt from the new edition of "Risk Appraisal" by Dr. Harry Dingman, vice-president of Continental Assurance. Acknowledged as an authoritative work throughout the insurance world, more than 800 life and A&H companies use the book as a basic text. It has received enthusiastic praise from many million dollar producers. The new edition now is available from the National Underwriter Co., 420 East Fourth street, Cincinnati, or any of its branch offices. The price is \$12.50.

Cleveland Agent and Speer Agency Win Top Group Honors in Equitable

Robert O'Leary of Cleveland was named national head man and the Speer agency of Pittsburgh national head agency in the contest conducted by the Group Millionaires' Club of Equitable Society. John M. Pfeil of Pittsburgh won in group life volume, Victor A. Hanson of Syracuse placed highest in group A&H and Irving A. Graham of New York took top honors in group annuities.

The awards were made at a two-day meeting at New York of the Group Millionaires' Club. One session of the meeting was devoted to a discussion of business conditions and sales prospects. Merle A. Gulick, vice-president of the group department, opened the session, and John M. Hines, 2nd vice-president, was moderator. Other participants were R. M. Peterson, vice-president and associate actuary; O. S. Swenson, vice-president, and W. R. Cowie, 2nd vice-president, both of the securities investment department, and T. A. Meaney, director of group annuities.

Contest winners, including eight individual department winners, heard addresses by Alvin B. Dalager, senior vice-president in the agency department, and Mr. Gulick. The winners were presented by Frank J. Chandler of Milwaukee, president of the Group Millionaires' Club.

R. H. Flynt, Union Central Vice-President, Retires

Robert H. Flynt, vice-president of Union Central Life since 1947, has retired after 46 years with the company. He was honored at a luncheon by members of the home office staff.

Mr. Flynt served in various home office positions before becoming vice-president in 1947.

50% Stock Dividend Proposed

Directors of Pyramid Life of North Carolina have recommended a 50% stock dividend and this will be considered by stockholders at their annual meeting Feb. 2. This would increase capital from \$1 million to \$2 million, comprised of \$1 par value



Provident Life of North Dakota Feb. 15 will formally open its new home office in Bismarck. The six-story building, shown above, is the largest to be erected in the state since North Dakota's capitol building was completed in 1932. It is the company's third home office building.

Governor Brunsdale and H. A. Jones, president, will be among the speakers. Dedication ceremonies include a full week of activities.

Faced with granite, glazed face brick and glass, the new building has a marble entrance lobby. On the top is a 60-foot high weather beacon, visible for miles. The building, modern in every respect, is air conditioned.

shares. The dividend record date would be Jan. 17.

Stockholders also will consider proposals for authority to sell 250,000 shares of common stock to present holders in proportion to their holdings, and to amend the company charter deleting provision for preferred stock. No preferred stock is now outstanding.

K. C. Life Registers Giant Gains in 1954

Insurance in force of Kansas City Life at Dec. 31 totaled \$1,054,866,898, compared with \$1,013,741,546 a year earlier. Assets increased from \$288,069,407 to \$306,144,415, and capital, surplus and contingent reserves totaled \$24,587,566 as against \$21,216,272.

Benefit payments last year amounted to \$13,277,344, compared with \$12,333,000.

Newman Joins CIT

Thomas F. Newman Jr., formerly New York deputy superintendent of insurance in charge of the property, policy and complaint bureaus, has joined the legal staff of Commercial Investment Trust, which owns Service Fire, Service Casualty and Patriot Life.

Mr. Newman's earlier experience included a position as opinion secretary and confidential clerk to the presiding justice of the appellate division of the second department of New York and extensive general law practice with Bleakley & Harding law firm.

EXPRESSWAY BUILT IN OUR HOME OFFICE

... for applications, that is! We think our Department of Agents' Service is a "first" in the life insurance industry. Separate from the Agency and Underwriting Departments, and directly under the president, this new department will handle all correspondence surrounding applicants and the issuance of their policies. Yes, our agents will have the quickest and best issuing service available. Do you want to put your business on this thoroughfare? Write us!

Harry V. Wade, President

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Delaware • Florida • Georgia • Illinois • Indiana • Kentucky
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Pennsylvania • Tennessee • Texas • Virginia • West Virginia



See Investment Funds as New Life Stock Influence

(CONTINUED FROM PAGE 1) buyers of a substantial number of shares. Already 20,000 fund shares have been sold privately and it is planned to offer publicly another 30,000 shares soon. The fund now owns stock shares of Life of Virginia, Lincoln National Life, Franklin Life, Travelers, Kansas City Life and Jefferson Standard Life.

Life Insurance Investors, a closed-end fund managed by White, Weld & Co. of New York City and J. C. Bradford & Co. of Nashville, plans to offer one million stock shares this month. The price of \$16.25 includes \$1.25 for organizational expense. If entirely subscribed, \$15 million would be earmarked for life company shares. This, added to the amounts raised by the other two funds, compounded by the promise of a new individual interest, easily could result in more money being put on the life stock counter than there is a chance of shares being underneath it.

The Birmingham fund is recognizing the contention of some, that life stocks are at their zenith, with a charter proviso allowing an unrestricted investment of its assets in government securities. There are some who go farther than to say life stocks are at their peak. Only a short while ago an industry spokesman, appearing before a hearing at Washington of the House special subcommittee on life company taxation, contended that some of the quotations are "fantastic". For the first time since 1929, he said the speculators have got in this market. Saying that many holders of life stocks have lost money, he indicated buyers had been fully warned and had nobody to blame

but themselves for paying such prices. He noted, however, there have been exceptions.

It was at this hearing that the high life stock prices proved more of an embarrassment than a satisfaction to industry representatives in attendance, even had their pockets been full of shares. They were bucking sentiment for a higher life company income tax, only to hear the chairman say the high quotations on life insurer stocks appear to suggest such companies are highly profitable enterprises. The subcommittee's report to the full committee generally was considered not unfavorable, confirming the contention that the remarks concerning stock prices were akin to an aside. Still, the tax matter, now before the full committee, is not settled. Any marked effects as a result of the new funds or increased individual awareness of life stocks could again reddens faces.

The third fund is being planned by J. H. Goddard & Co. of Boston to provide a medium for diversified investment in shares of the 20 largest stock life insurers. It is said to be patterned not only for individual investment and institutions and trustees, but "most important of all, for use by agency organizations in the life underwriting business." This could mean that the individual agent will be pushing the stock shares of his principal as well as its policies. It may be one way the agent can incorporate in his estate planning an investment that will follow the fortunes of the dollar.

Equitable, Ia., Promotes DeSaix

Quentin DeSaix has been named field assistant for Equitable Life of Iowa. He has been with the company at Rockford, Ill., since 1948 and regional agent there since 1951.

WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

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An agency now paying for over 15 million per year needs a southern boy with "push" . . . one who can sell (and prove it), and who has a successful background in recruiting and training. Earnings? You decide that. Liberal salary plus bonus based on accomplishments.

Write Box C-91, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

SUPERINTENDENT OF AGENCIES

A billion-dollar midwest life insurance company is expanding its agency organization and is looking for a top-flight superintendent of agencies. The opening already exists. It is the result of company's rapid growth. A rare opportunity for the right man. Write Box C-80, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

AVAILABLE IMMEDIATELY Group Man

Fully experienced in Sales, Supervision and management. Age 38. Address C-82, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY WANTED

As an executive officer in a large and well established Pension and Consulting Firm. Prefer an actuary who is experienced with either a Pension Firm or a Legal Reserve Life Insurance Company. All replies will be treated in confidence. Write immediately to C-65, c/o National Underwriter Company, 175 W. Jackson Blvd., Chicago 4, Illinois.

Supervisory Opportunity

Albany and Poughkeepsie, N. Y. Area

A large eastern mutual company with a highly successful general agency in Albany, New York is looking for a successful life insurance man interested in supervisory work.

The man selected will be responsible for the development of five counties in the area. He will be given a salary, bonus and expenses, plus his own personal commissions. This is an excellent opportunity to learn management work with a growing agency and a progressive, sales-minded company.

In writing give complete details. Your letter will be held in strict confidence. Write Box C-46, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

OPPORTUNITY

for Actuary or Associate Actuary planning to complete studies, who has a desire to grow with one of the oldest Group writing companies in the business. Located in the heart of California. Salary open. Please address Box C-66, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

national, Springfield, Mo.; Isaac M. Kanarish, New York Life, Chicago; Frederick H. Kross, Connecticut Mutual, Detroit, Stanley Liss, New York Life, New York City.

John J. McKenna, New York Life, Butte, Mont.; Reginald H. MacMinn, Connecticut Mutual, Boston; Wilbur E. Meckenstock, Penn Mutual, Oberlin, Kan.; George W. Morris, Prudential, Amarillo; Stanley Newhouse, Massachusetts Mutual, New York City; Thomas W. Owens, Prudential, Kingsport, Tenn.; Edward J. Parker, Mutual Savings Life, Warrington, Fla.; Robert C. Preble Jr., National Life of Vermont, Chicago; Ben Rocca Jr., New York Life, Chicago; Alvin Rogal, Lincoln National, Pittsburgh; Morris Rosenbaum, New York Life, New York City; John B. Sanders, Franklin Life, Lake Charles, La.; Forrest G. Sherer, Equitable Life of Iowa, Terre Haute, Ind.; Leon B. Sittenfeld, New York Life, Kansas City; Bernard A. Stevenson, Imperial Life of Canada, Toronto; Henry C. Stockman Jr., New England Mutual, Newark; Clint Vaux, Phoenix Mutual, Mt. Vernon, Wash.; Jack E. White, New York Life, Dothan, Ala.; Earl Winburn, New York Life, Pasadena; Charles P. Woodbury, Mutual Savings Life, Warrington, Fla.

Qualifying First Time
John H. Blackburn, New York Life, Edmonton, Canada; Fred A. Crawford, Crown Life, Silver City, N. M.; David U. Elliott, United Services Life, Norfolk; A. Hamilton Gardner, Mutual Benefit, Indianapolis; Wilson L. Gunn, Commonwealth Life, Cincinnati, Ky.; Marvin V. Henkel, Mutual Benefit, Newark; Bernard B. Hoffman, Manhattan Life, Buffalo, W. Ray Hutch, Aetna Life, Buffalo; Otto J. Keller, III, New York Life, Frederick, Md.; Walter Monte, Mutual Savings Life, Warrington, Fla.; Julian H. Pitzele, New York Life, Chicago; Clare G. Sharkey Jr., John Hancock, Dayton; A. DeForest Spencer, Provident Life & Accident, Chattanooga; D. Allan Yambert, New York Life, San Francisco.

LUTC Raises Paul Smith to Promotion Director

Life Underwriter Training Council has advanced Paul M. Smith, administrative assistant since 1953, to director of promotion. He will work with the national promotion committee on a nationwide program of promotion.

Mr. Smith has had field experience with New England Mutual and Commonwealth Life. He was agency secretary of State Life of Indiana and administrative assistant on the headquarters staff of National Assn. of Life Underwriters.

Postal Life Wipes Out Guarantee

Postal Life of New York has completely eliminated the Life Insurance Guaranty Corp. guarantee which had been extended in 1941. The original guarantee was \$1,500,000, which was reduced in 1953 by \$486,364 and the final payment of \$1,013,636 was made at the end of 1954. The present capital and free surplus funds of about \$600,000 have been returned to its stockholders.

Promoted by National, Vt.

Glenn E. Miller, supervisor and brokerage manager at Manchester, N. H., for National Life of Vermont since 1953, has joined the agency department under a program to develop general agents from within the company ranks. The training period, which probably will last all year, will include instruction in all phases of home office operation.

Mr. Miller joined National of Vermont in 1948 at Chicago.

K. C. Life Names Peterson

Kansas City Life has appointed A. S. Peterson general agent for nine counties in western South Dakota, with headquarters at Rapid City. He has been in life insurance for 11 years and is a graduate of the LIAMA management school.

Ft. Worth Companies Merge

Two Fort Worth life companies have merged through the acquisition by Continental Life of Shield Life and the transfer of all assets of Shield to Continental. Continental Life, organized in 1948, will have more than \$20 million insurance in force and net assets will total more than \$3 million.

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Atlantic Life to Offer Accident Expense Plan, Hospital Deductible Rider

Atlantic Life is bringing out in the latter part of this month an accident expense policy and a deductible rider for its family group and individual hospital expense policies.

The first, the York accident expense policy, will be available to both males and females ages 1 to 60. It provides for accidental death and dismemberment benefits optional from \$1,000 to \$5,000 and blanket medical expenses upward to \$1,000 for accidental bodily injuries. A companion to the company's loss of income plans, the policy will be available to a family group on an individual policy basis.

The deductible rider will reduce the premium cost of hospital expense policies by deducting an amount equal to that charged for the first five days as provided by these policies. It is expected to have an appeal to those interested in covering costs that would cause financial hardships.

100 Upper Midwest Agents Attend N. W. Mutual Rally

The annual upper midwest conference of Northwestern Mutual drew 100 agents from Minnesota, Wisconsin and North and South Dakota to St. Paul. Keynoting the theme, "Be Alive in '55," was Grant L. Hill, vice-president and director of agencies. Other home office men on the program were Victor E. Henningsen, actuary; Benjamin B. Snow, superintendent of agencies, and Robert McTigue, assistant director of Life Underwriters.

Agents who participated included John Stoia, Aberdeen, S.D.; Dennis McTigue, Fort Dodge, Ia.; Karsten Egge, Fargo, N.D.; Marvin Trisko, Minneapolis, and Lowell P. Schwingen, Cedar Rapids, Ia.

Phoenix Mutual Changes

Phoenix Mutual Life has appointed Louis C. Hurd manager at Nashville, replacing Bernard S. Lyon, resigned. Richard C. Pursley replaces Mr. Hurd as acting manager at Louisville.

Mr. Hurd joined the company at Washington, D. C., in 1947 and was named agency supervisor there in 1952. He went to Louisville after serving as field supervisor at Washington and Chicago. Mr. Pursley joined Phoe-

nix Mutual at Cincinnati in 1946. Since 1952 he has served as field supervisor at Chicago, Cleveland, Milwaukee and Washington.

Credit Unions May Ask OK for Free Insurance in Ohio

COLUMBUS, O.—It is expected that credit unions will have bills introduced in the present session of the general assembly to permit them to issue free life insurance to depositors. Another bill will be offered to establish an off-job disability state fund. Such proposals have been defeated in previous sessions. A committee of life agents has gone on record as favoring legislation to prevent the tie-in sale of life insurance and securities.

To Give New Seal for National Quality Awards

A new seal for men who have won the national quality award for more than 10 years will be awarded in the U. S. for the first time this year. It will be distributed at the time other certificates and plaques are awarded, according to Life Insurance Agency Management Assn. and National Assn. of Life Underwriters.

Completed applications for NQA awards are due at company home offices Jan. 31, and final deadline for endorsed applications to reach NALU headquarters is Feb. 28.

Asks La. Study of Insurer Investments

Rep. Wall of Louisiana has asked for a legislative council study of whether Louisiana insurers should be required to invest some of their capital within the state. He pointed out that the plan is in practice in other states.

Such investment within the state might lead to substantial savings to the state and its subdivisions by lowering bond interest rates and brokerage fees, which have risen as high as 7% of the total amount of the loan, he said.

The council was asked to study other states to see what steps might be taken to carry out the plan in Louisiana. Recommendations would be presented at the May session of the legislature.

Eases Non-Medical Rules

North American Accident of Chicago has liberalized life underwriting rules to include nonmedical issuances up to \$10,000 for ages 10 to 35 on all policies except term. Non-medical is zero through nine and 35 through 40.

Ky. Home Ups Retention

Kentucky Home Mutual Life has increased its retention to the following amounts: Standard and tables A and B: ages 0-50, \$20,000; ages 51-65, \$10,000; ages 66 and over, \$3,000. Lower amounts are retained under table C and D; reinsure all over Table D.

Life of Ga. Has Liberalizations

Life of Georgia has added air travel on scheduled flights to its travel accident ordinary rider without extra cost, reduced sub-standard premiums approximately \$2 per \$1,000 with several occupations receiving lower ratings, offered its "home and family protector plan" sub-standard, and broadened weekly premium benefits.

In connection with the last, accidental death benefits were broadened and benefits for specific losses added in certain policies, and installment settlement in 12 monthly payments provided for all weekly premium contracts where proceeds are over \$250.

The C. E. Bracker agency of Northwestern Life of Seattle has opened new offices at 1139 South Beverly Drive, Los Angeles. Mr. Bracker has been with the company as general agent since last March.

There's Always

Room for Aggressive, Ambitious Men at

We're growing steadily at Old Line Life, and we want men to grow with us—agents, district agents, general agents, right up the line. You'll have plenty of help to start: complete training . . . generous compensation . . . the kind of contract you'll like . . . policies that can match competition. For full details write today to Paul A. Parker, Agency Director, Dept. N-1.



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CONSULTING ACTUARY

ASSOCIATE

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THE BOURSE PHILADELPHIA



Frank F. Weidenborner (right), agency vice-president of Guardian Life presents President James A. McLain cards representing the company's tribute to Mr. McLain on his 35th anniversary with the company. In his honor, the field force submitted more than \$2,200,000 in life insurance, 81 applications for the new major medical expense policy and 49 other A&H cases with total premiums of \$13,000. Mr. McLain completed 15 years as president of the company the first of the year.

Life Companies Tax Put at \$425 Million

Aggregate tax payments by all U. S. life insurance companies in 1954 are estimated to have reached \$425 million, according to Institute of Life Insurance.

This 1954 tax bill is estimated to be about 10% more than in the previous year and is a quarter of a billion more than corresponding payments only five years ago. That is a 150% rise in taxes in the five years.

Of the total tax payments, more than \$150,000,000 were federal income taxes, approximately \$25 million were other federal taxes, and some \$250 million were taxes and fees paid to state and local taxing bodies.

The over-all taxes are the equivalent of \$3.50 for each \$100 of premiums paid to life companies in the year.

Kerl, Roeder Named in N. W. Mutual Field Changes

Northwestern Mutual Life has appointed Dean M. Kerl general agent at Sioux City, Ia., succeeding William C. Roeder, who will become a partner of Bernard J. Stumm, general agent at Aurora, Ill.

Mr. Kerl joined the company in 1939 as an agent at Lincoln, Neb. He went to the home office in 1952 where he has been assistant director of agencies. Mr. Roeder went to Sioux City in 1951 after serving in the home office as an assistant director of agencies. He joined the company in 1940. He is



Dean M. Kerl

J. R. Bixby Made K. C. Life V-P, Others Promoted

Kansas City Life has promoted Joseph R. Bixby to vice-president and assistant secretary, R. L. Fitzgerald to assistant superintendent of agencies, and George Gleason to auditor.

Assistant secretary since 1950, Mr. Bixby joined Kansas City Life in 1941, spending summer school vacations working in various home office departments. He joined the company full time in 1947.

Mr. Fitzgerald joined the company 40 years ago as an agent, later served as supervisor of the Missouri state agency and in 1951 he was advanced to regional agency supervisor.

Mr. Gleason has been in charge of the disbursement department since 1939. He went with the company in 1923.

Manhattan Life's Insurance in Force Tops \$500 Million

A gain of \$95 million in 1954 brought Manhattan Life's insurance in force over the \$500 million mark. It now stands at \$511 million. Assets rose to a new high of \$90 million. During the past four years assets have gone up 50% and total insurance in force, including group, has doubled.

May Widen Operational Scope

Stockholders of Liberty National Life will consider at their annual meeting Feb. 15 a proposal to amend its certificate of incorporation to permit writing of all types of life insurance and annuities, as well as A&H.

More New Insurers in Texas

Several new life companies have been licensed by the Texas department.

American Merchants Life of Dallas begins with capital of \$25,000, surplus of \$12,500 and is headed by W. I. Lofland. Colonial American Life of Corpus Christi has capital and surplus of \$250,000 and the president is J. L. Anderson. George E. Benson is president of Arnett-Benson Life, which is beginning at Lubbock with capital of \$25,000 and surplus of \$12,500. Equitable of Dallas is starting with capital of \$25,000 and surplus of \$12,500. President is O. A. Fountain.

forms. There also will be material of a public relations and inspirational nature.

The group will be entertained at luncheons or other gatherings by Central Bank & Trust Co. of Denver, National Farmers Union Life and Security Life & Accident.

Mutual Life of N. Y. in Special TV Program Jan. 23 on CBS

Personnel of Mutual Life of New York will be featured in a special documentary film to be shown over the Columbia Broadcasting System TV network program *The Search*, Jan. 23.

The film, one of a series produced by CBS-TV in cooperation with leading universities, deals with research on reading perception conducted by Ohio State. The company entered the picture as a result of its use of special equipment and techniques in a speed-reading course designed for its employees.

The scenes were taken at the company's home office featuring Louis W. Dawson, president, E. Donald Hyer, assistant personnel director, and members of the management training unit.

West Coast Life New Business Figures

SHOW 1954 INSURANCE RESULTS

	1954 New Life Ins. Bus. \$	1953 New Life Ins. Bus. \$	1954 Increase in Life Ins. In Force \$	1953 Increase in Life Ins. In Force \$
Amicable Life	35,283,791	33,417,846	13,797,376	16,610,374
Berkshire Life	46,283,722	46,750,873	22,601,173	25,258,653
Central Life of Iowa	41,814,297	43,925,852	18,886,752	20,664,123
Fidelity Mutual Life	88,909,513	86,351,122	52,144,346	54,635,708
Jefferson Standard	165,985,224	163,154,572	89,200,268	98,572,899
Mutual Life, Canada	180,862,021	166,033,022	116,346,039	140,516,673
Northwestern National	238,699,434	119,145,624	200,278,517	80,030,129
Provident Mutual	162,025,968	144,107,959	74,972,760	66,221,803
West Coast Life	110,157,680*	55,370,700	100,503,120	48,220,029

New business figures include the following amounts of revivals and increases for 1954 and 1953, respectively: *\$1,198,826, \$1,362,579; **\$14,103,026, \$16,744,348.

Figure includes the following amount of group life for U. S. government employees: *\$120,150,300; **\$69,397,300.

Tells MDRT Members

Guide Younger Agents

(CONTINUED FROM PAGE 3)

calling the prospect in advance on the phone, said the greatest pitfall for many younger agents, and some older ones too, is an ill-prepared telephone approach. If they recorded what they said they'd probably be disgusted by it, he said. That kind of approach doesn't earn the right to a "yes" answer."

Where possible, always avoid a "cold" telephone canvass, Mr. Tracy advised. Mention a mutual friend, a common association (same college, same suburb) or almost anything that will set the caller off from the many others who are also trying to reach the prospect.

Many a sale has been spoiled, said Mr. Tracy, because the agent failed to get full information: how much cash, stocks, bonds, real estate has the prospect? Has he inherited property or is he likely to? Such data can make a big difference. The agent shouldn't fear being too inquisitive. If the prospect asks, "Why should I tell you this?" a good answer is just to say "it is customary," and if necessary explain to him that the agent is like a doctor, who can't prescribe until he know the conditions.

One of the things agents are prone to overlook, said Mr. Tracy, is the power of motivating stories. If he hasn't any in his own experience he doesn't have to look far to find them. Mr. Tracy told what life insurance had done for his own family: His father, a New York City fireman, had bought a substantial amount of life insurance over the protests of his wife, who felt the family was "insurance poor." But when Mr. Tracy, senior, was killed fighting a fire, the insurance took care of the family and meant that the four Tracy children, of whom Gerard, 16, was the eldest, went to college.

So when a prospect of Gerard Tracy's wants to "talk it over with my wife," Mr. Tracy has a good answer. He suggests that talking with the wife is talking to the wrong person—he should talk to the children. There would be only one answer: "yes—please."

Mr. Manheimer stressed the advantages of joint work for the younger agent who is willing to team up with a more experienced producer. The inexperienced agent is likely to spoil a big case but if he has a seasoned agent along, the latter will write twice as much business as the novice could have. Moreover, the experienced man is not daunted by objections, but welcomes them as leading to the sale.

Don't run with a "token sale" when the prospect is obviously good for a much larger line, Mr. Manheimer advised. The thing to do is to arrange for the examination and postpone discussion of plan and amount until later. In one case Mr. Manheimer had a prospect willing to buy \$25,000 but

\$100,000 was ordered out and there was no trouble in delivering it.

Always have plenty of alternative approaches, he said. Sometimes it is necessary to try half a dozen before finding one that gets even a flicker of interest from the prospect. One man looked like a hopeless case, but finally said the only thing he "might" consider would be a little additional insurance on his two children. It turned out they had \$50,000 each but Mr. Manheimer added another \$50,000 each. Other Manheimer sales tips were:

- Sell to tradespeople. This can amount to surprisingly large sales sometimes.
- Make change-of-age calls 60 days beforehand, not a week.
- Look for business-insurance opportunities when selling personal insurance. And vice-versa.
- Work with attorneys and tax consultants, since they are consulted by people of means before buying insurance.
- Make full use of the 1954 internal revenue code's elimination of the premium-payment test for estate tax liability on life insurance. "If you don't capitalize on that you're missing the boat," said Mr. Manheimer.

Mr. Coakley said he had boosted his production from a little better than a million in 1953 to \$2.4 million in 1954, largely because he stayed away from the office except for an average of about five hours a week.

Mr. Coakley took issue with the thought that the younger agent can sell only to men of his own age. He said the young fellow who "knows his stuff" and makes the right approach can sell the older prospect just as easily and maybe more easily than he can sell the younger prospects. The real trouble is trying to sell a young married prospect making \$5,000 to \$6,000 a year, "with four kids, a TV set, a 1954 Ford, with \$10,000 National Service life insurance, who is aware that social security will pay his widow and under-18 children some \$200 a month." Such a man is just not a prospect for the agent who wants to make the Million Dollar Round Table. A better prospect, he said, is the young fellow who is going to be married.

Mr. Coakley declared that every MDRT meeting he had attended had been worth at least an additional \$5,000 in income in the ensuing year. He advised his listeners to get hold of the MDRT proceedings, saying "that's where I get all my ideas."

The panel was introduced by Charles Anchell, New York Life, educational vice-president of the New York City association. Opening the session in the absence of Harry K. Gutmann, Mutual of New York, president of the New York City association, was Harold Loewenheim, manager of Home Life of New York, administrative vice-president.

president of Sioux City Life Underwriters Assn.

Mr. Stumm started with Northwestern Mutual at Aurora in 1913, became district agent there in 1923 and general agent eight years later. His agency has never placed lower than 10th among all company agencies.

Druckenmiller Leads Again

Ray W. Druckenmiller, northeastern Pennsylvania, was Provident Mutual sales leader for the fourth consecutive year in 1954. Borislav J. Todorovich, Detroit, was second and Robert S. Albritton, Los Angeles, was third.

Ruth A. Bailey, Cincinnati, led the company's woman agents for the fourth consecutive year.

The Irwin agency at Philadelphia was leading agency.

Top Management Parley Set

W. Lee Baldwin Co. of Denver is staging a conference there Jan. 31-Feb. 2 for top management of life companies. Some 30 presidents as well as other top company executives from several states will attend.

Designed principally for smaller and new companies, the program will stress sources of profit, organization building, investments and policy



W. C. Roeder



B. J. Stumm

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Another \$220 Million has been added!

**Our 1954 record . . . a gain
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one quarter billion dollars . . .
no group or industrial . . .
is continued proof of the
soundness of our agency system,
based on the conviction
that the most important individual
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Over a Billion Seven Hundred Million Dollars of Insurance in Force



Don't be a target for WINTER AILMENTS!

The raw and chilly months of winter used to be dreaded because of the serious health threats that came with them. Pneumonia, for instance, was especially feared.

Just a few years ago, this disease claimed one out of every three of its victims. Now, fortunately, the threat of pneumonia is much less serious because the sulfa drugs and antibiotics are so effective in most cases.

Pneumonia is still dangerous when treatment is delayed. This was shown in a recent study of 15,000 cases. The case-fatality rate was *twice* as high for patients treated after the fourth day of illness as for those treated earlier. This is why you should call the doctor immediately when you suspect pneumonia. When treated promptly, pneumonia can usually be cured in a surprisingly short time.

What can you do to escape becoming a target for pneumonia? One of the wisest things is to take proper care of yourself when you have a cold. In nine out of ten cases of pneumonia, colds occur before pneumonia develops.

Should you "come down" with a cold, stay at home and rest in bed, eat lightly and drink plenty of liquids. *If a cold persists . . . and especially if you develop a slight fever . . .*

get in touch with your doctor promptly.

High fever makes the difference between a "slight cold" and a "serious cold," because it usually means that complications have developed. If, in addition to fever, you also have *chills, painful coughing or difficult breathing*, report these symptoms to your doctor at once, for they almost invariably indicate pneumonia.

While winter is upon us, it is important to protect your general health. You may do this if you get all the sleep you need, eat a balanced diet and avoid exposure to severe weather unless properly dressed. In addition, keep away from anyone already suffering from a respiratory ailment.

By guarding your health, your resistance to colds, virus infections and pneumonia may be increased. In the event you develop one of these ailments, your ability to fight the infection and recover quickly will be greater.

If you would like more information on how to help avoid becoming a target for winter ailments, Metropolitan will gladly send you a free copy of its booklet, *Respiratory Diseases*.

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